



## LA Fashion District Business Improvement District

### 2012 Activity Reports

#### First Quarter

## TABLE OF CONTENTS

### **I First Quarter Activities**

#### **Finance**

#### **Public Space Management Activity**

- Public Space Safety Programs
- Proposed 2012 Second Quarter Activities
- Public Space Maintenance Programs
- Proposed 2012 Second Quarter Activities

#### **Administration and Advocacy**

- Administration
- Advocacy Programs
- Proposed 2012 Second Quarter Activities

#### **Image, Communications and Special Projects**

- Image & Communications Programs
- Proposed 2012 Second Quarter Activities
- Special Projects Programs
- Proposed 2012 Second Quarter Activities

### **II Attachments**

- |       |   |
|-------|---|
| 1     | 1 <sup>st</sup> Quarter Financial Summary-to be forwarded upon approval                                       |
| 2 & 3 | Council motion and Overlay Zone map   |
| 4     | Letter to Supervisor Molina regarding New Public Health Permit Licensing and Request for Personal Information |
| 5     | <i>BIDLines Newsletter, Winter 2012 edition</i>   |
| 6     | <i>Hollywood Reporter</i>   |

## **2012 OPERATING BUDGET SUMMARY**

The first quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2012 Fashion District BID is \$4,225,000.

## **FINANCE**

### **2011 Annual Audit & Financial Statements Approval**

Stanislawski & Harrison CPAs conducted the annual audit and reported that the financial statements presented fairly in all material respects the financial position of the Downtown Los Angeles Property Owners Association as of December 31, 2011 and 2010, and the changes in its net assets and its cash flows for the years then ended in conformity with generally accepted accounting principles in the United States.

The Board of Directors unanimously approved the 2011 Audit and Financial Statements at their meeting on March 22, 2012. A copy of the 2011 Audited Financial Statements and Independent Auditor's Report was forwarded to the Office of the City Clerk.

A summary financial statement will be communicated to property owners in the 2011 Annual Report and at the Annual Property Owner meeting on April 26, 2012. A copy of the complete 2011 Audited Financial Statements and Independent Auditor's Report is publically available on the LA Fashion District website at [www.fashiondistrict.org](http://www.fashiondistrict.org)

### **Proposed 2012 Second Quarter Finance Activities**

- Prepare the 2013 assessment recommendation for Board approval in May
- Prepare assessment data for County tax rolls
- Prepare for Annual Property Owner Meeting
- Request for Proposals for Clean and Safe Team Services
- BID Renewal

## **PUBLIC SPACE MANAGEMENT ACTIVITIES**

<b>2012 Annual Budget</b>	<b>\$2,661,300</b>	<b>63% of the budget</b>
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This portion of the budget is allocated to all Clean & Safe Program Services.

## **PUBLIC SPACE SAFETY PROGRAMS**

### **First Quarter Contact Summary**

**Disorderly Conduct** saw an increase in activity with 1,106 incidents recorded compared to 1,085 incidents recorded in the 2011 First Quarter.

**823 Welfare Checks** were conducted in the 2012 First Quarter compared to 491 checks in the 2011 First Quarter also showing a major increase in the numbers of direct contacts with people who were in distress and/or living on the street.

**Vandalism** incidents also increased significantly.

As a proactive precaution against criminal activity, the BID continues conducting **Location Checks for Crime Prevention** with 11,927 individual location checks recorded during the 2012 First Quarter.

### **LA Fashion District BID Safe Team Officers Help LAPD Apprehend Suspected Robber**

On 03/09/2012 at approximately 10:30 am, LAPD Officers received a radio call of a man with a gun at 401 11<sup>th</sup> St. Los Angeles Police Officers responded to the location, closed streets in the area, and conducted an unsuccessful search of the

parking lot and adjacent stores. Prior to leaving the area, LAPD Police Officers communicated with the Fashion District BID Safety Officers and provided the BID with information about the wanted male. At approximately 2:30 pm LAPD received a phone call from BID Officers who had spotted the suspect boarding a LADOT DASH headed eastbound on Pico Blvd. toward Maple Ave. LAPD Officers were able to board the bus and take the suspect into custody with no incident. LAPD Central Detectives are currently handling the case. Based on the fast, accurate, in-depth knowledge of gang members that frequent the LA Fashion District, and prompt response by the BID Safe Team, Captain Horace E. Frank and LAPD Officers commended the BID Officers for a job well done.

#### **Police Boosters Honor BID Officers**

On Thursday, March 8, 2012 the Central City Police Boosters Board of Directors held their annual awards luncheon at the Kyoto Grand Hotel and Gardens to recognize select members of the Los Angeles Police Department and the Center City Business Improvement District Safe Teams. Boosters President Randall Ely and LAPD Central Area Commanding Officer Captain Horace E. Frank presented awards to BID officers who took that extra step beyond the call of duty to assist LAPD in their work to provide community safety. We are proud to congratulate BID Safe Team Sergeant Ernesto Majano, who was recognized for his fine work.

#### **SLO Changes**

At the Operations Committee meeting on March 20, 2012, LAPD Central Division provided an update on staff changes. SLO Sam Yin is moving to a different car area; SLO Tracy Fischer is moving to the Flower District area; SLO Karen Owners is taking over the Vending Detail.

#### **Lock It – Hide It – Keep It**

The LA Fashion District BID Safe Team are working with the Los Angeles Police Department to encourage everyone to lock their cars and protect their valuables. Safe Team Officers will be distributing flyers to merchants.

#### **Proposed 2012 Second Quarter Public Safety Activities**

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.
- Prepare for Annual Property Owner Meeting
- Prepare for BID Renewal.

#### **PUBLIC SPACE MAINTENANCE PROGRAMS**

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

#### **BID Clean Team Prevents Street Flooding from Heavy Rain Runoff**

Two weekends in March brought heavy rains to downtown however street flooding was prevented through proactive measures by the BID's Clean Team. Working non-stop for over 24 hours they sandbagged flood prone areas and swept water into storm drains, they managed to stop flooding into storefronts.

#### **Trash Compactor Pilot Project Update**

This project is terminated until further notice. The City permit process proved to be too cumbersome.

#### **RFP for Clean and Safe Contracts**

At the Operations Committee meeting on March 20, 2012, Members agreed to recommend Board approval to issue an invitation only Request for Proposal for clean and safe services in an effort to possibly reduce the current contract costs for 2012, 2013, and possibly beyond if the BID is approved. The criteria for proposal submission will be previous BID experience. Companies that can offer both clean and safe services will receive additional consideration.

### **Graffiti Removal**

2012 first quarter graffiti removal records show an increase compared to 2011.

<u>Graffiti Removal – 1<sup>st</sup> Quarter</u>	<b>2012</b>	2011
January	672	504
February	731	408
March	692	539
Total	<b>2095</b>	1451

### **Trash Tonnage**

There is a slight increase in trash tonnage over last year's records. 43,990 **Trash Bags** were used during the first quarter.

<u>Trash Tonnage– 1<sup>st</sup> Quarter</u>	<b>2012</b>	2011
January	149	154
February	160	156
March	176	171
Totals	<b>485</b>	481

### **Sidewalk Cleaning**

4,094,303 square feet of sidewalk was cleaned during the first quarter with sidewalk scrubbing and pressure washing.

### **Proposed 2012 First Quarter Public Maintenance Activities**

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for the Annual Property Owner meeting.
- Prepare for BID Renewal.
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### **ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY**

<b>2012 Annual Budget</b>	<b>\$646,600</b>	<b>16% of the Overall Budget</b>
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This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

### **ADMINISTRATION PROGRAMS**

### **GOVERNANCE**

#### **Board Officers Elected**

According to the Bylaws, officers must be elected at the January meeting. On January 29, 2012 the following Board Members were elected by unanimous approval of the Board of Directors:

- Jaime Lee, Chair
- Mark Chatoff, Vice Chair
- Dan Bartholomew, Treasurer
- Jorge Flores, Secretary

At the February Board Meeting, committee appointments were ratified for 2012 in Finance, Operations, Image, Personnel and Legislative Committees. According to the Fashion District Bylaws, each Board Member must serve on at least one committee and non-Board members are encouraged to participate.

#### **BID Renewal**

The current BID terms ends on December 31, 2013. According to BID renewal timeline published by the City Clerk's Special Assessment Department a new District Management Plan must be submitted by Summer 2012. The LA Fashion District must hire a consultant to develop a new District Management Plan. Proposals were received from Urban Place Consultants and Civitas. Staff recommended hiring Urban Place Consultants (UPC) that has a lower hourly rate, experience with 3 LA Fashion District BID renewals, and is currently renewing the Downtown Center and Central City Association BIDs. UPC understands the complexities of the City of Los Angeles BID renewal process and will provide the most cost effective plan for stakeholder meetings, database and assessment development, and engineer's report procurement. Board Members discussed the two proposals. Discussion focused on cost and the Board agreed to hire Urban Place Consulting Group.

The BID Steering Committee convened for their first meeting on March 20, 2012 to review the draft management plan, renewal timetable, and the City Clerk's new requirements.

The Committee agreed to move forward as quickly as possible in order to complete the renewal process before the end of the current BID on December 31, 2013.

#### **ADVOCACY**

##### **Councilmember Jan Perry, District 9, Meets with BID Board**

Councilmember Jan Perry, District 9, and Ana Cubas, Chief of Staff for Council District 14 met with BID Board Members on January 19, 2012 to talk about redistricting and the LA Fashion District. The Fashion District boundaries currently lie within both Council District 9 and 14 boundaries. The revised Council District boundaries will shape the downtown for the next 10 years and it is important that stakeholders become involved in decisions.

##### **Councilmember Jose Huizar, District 14, Meets with BID Board**

Councilmember Huizar provided an update on council redistricting at the BID Board of Directors meeting on February 23, 2012. On February 22, 2012 the Redistricting Commission released proposed council boundary maps. Most of downtown was moved from Council District 9 to Council District 14. City Council expects to approve the new council district boundaries in mid-March.

The discussion moved to the issue of the recent sidewalk display ordinance enforcement. Councilmember Huizar offered to support the BID Board of Director's work to obtain a moratorium on enforcement and amend legislation.

##### **Board Position on Redistricting**

The Board of Directors agreed not to take a position on the City Council's Redistricting process at the meeting on February 23, 2012.

##### **Sidewalk Obstruction Enforcement**

On February 8, 2012 The Los Angeles Police Department in coordination with the City Attorney, initiated enforcement aimed at merchants displaying merchandise on sidewalks. A yellow line was painted years ago to control the displays and preserve the public right of way. The Santee Maple Alley Association (SMAA) and the North Alley Association (NAA) owners and their tenants see the sidewalk merchandising as part of the character of the district and want to amend regulations to permit the Santee Alley to allow outdoor merchandising.

SMAA and NAA convened two special meetings to address the issue. A Community Meeting on February 13, 2012 was attended 75 property owners, merchants, Los Angeles Police Department (LAPD) Captain Horace Frank - Central Division, Andre Quintero - City Attorney - Downtown Bureau, and department staffs. LAPD and the City Attorney explained that the ordinance prohibiting sidewalk merchandising is the law.

Owners also met with Councilmember Jan Perry, District 9, on Thursday, February 16, 2012, to discuss the process for obtaining a moratorium on further enforcement as a temporary solution and the potential for amending legislation.

SMAA and NAA see sidewalk merchandising as a district wide issue and requested support from the Board and the Downtown LA Property Owners Association (DPOA) to retain an attorney to craft a motion that would place a moratorium on further ordinance enforcement while the BID and owners begin discussions on implementing a long term solution. All parties agreed to consider creation of an Overlay Zone as a possible long term solution.

The council motion and Overlay Zone map were distributed (*see Attachments 2 and 3*). The Council Districts requested a map with boundaries for where sidewalk displays are appropriate. The map and motion will be addressed at the Planning and Land Use Management Committee (PLUM) on April 10, 2012 when the committee will review how to legitimize sidewalk displays in the LA Fashion District.

At the Board Meeting on March 23, 2012, Deputy Chief Jose Perez met with Members and property owners to discuss Sidewalk Display Enforcement. Deputy Chief Perez explained that laws must apply to all areas of the public domain. The recent enforcement could have been better communicated in order to prepare vendors and owners. The current moratorium will not be honored forever and however an equitable compromise allowing some sidewalk displays is being sought with the assistance of the Council Districts 9 and 14. Enforcement will continue while law piece is being developed.

#### **LA Fashion District Specific Plan and EIR**

The California Supreme Court has ended redevelopment in the State of California and has set out a process to disband redevelopment agencies on February 1, 2012 and sell all the remaining assets. The City of Los Angeles has decided not to become the successor agency to implement the dissolution of the CRA in Los Angeles. Its likely Governor Brown will appoint three people to perform this function. They in turn will report to a Board appointed by the local taxing authorities to oversee the disposition of assets.

As of February 1, 2012 all contracts in existence before the Court began deliberations are still in effect. This means that the Fashion District Design for Development Plan being prepared by AECOM will be completed. We monitored the transition process to the successor agency to ensure the Fashion District Plan is not lost in this very large and complex change.

As of March 2012, The Successor Agency, a three member Governing Board was appointed by the State of California. The Board will be reviewing current contracts of the former Community Redevelopment Agency of Los Angeles (CRA/LA) to determine which contracts should be completed.

The Fashion District Plan being developed by AECOM is not currently on the list of “enforceable obligations” that require the Successor Agency to complete as they wind up the former CRA’s activities. There is a possibility that our project could be terminated immediately and the plan would not be completed. The Board and property owners were invited to attend the CRA meeting on March 29, 2012 to support completion of the Fashion District plan. Subsequently the item was cancelled and postponed to a future date.

#### **LA Fashion District Community Plan Exhibit at the Flower Mart During Valentine’s Day**

The Community Plan Exhibit travelled to the Flower District in Southern California Flower Growers building located at 742 S. Maple Avenue. With the increased number of visitors in the area during Valentine’s Day the AECOM team collected additional community comment about the Plan’s progress thus far. This exhibit is a collection of colorful storyboards illustrating explorations and alternatives for the future of the LA Fashion District. The ideas for streetscapes and land uses evolved over the past several months and are based on visions from stakeholders, visitors, shoppers and merchants who contributed to developing the 10 Aspirations for the LA Fashion District.

#### **10 Aspirations of the LA Fashion District**

- Fashion is So Pedestrian
- 9 am is the New 6 pm

- Fashion Is Central
- Fashion is Not Always Central
- Incubate! Made in LA
- Retail Diversity
- District without Borders
- Feel at Home
- Keep Yourself Occupied
- Experiment, Innovate and Invent

#### **Roundtable Discussion to Focus on Future of the City**

BID Executive Director Kent Smith sat down with Mayor Villaraigosa, Deputy Mayors, Gary Toebben of the LA Chamber of Commerce, and 9 fellow Angelinos to discuss ideas for economic development post CRA which could be presented to the State of CA. Ultimately the State of California would have to pass enabling legislation to set up a replacement agency.

Recently Smith discussed similar issues with the Chief of Staff for Long Beach's Mayor at a meeting convened by the Government Relations Committee of the California Downtown Association (CDA) of which Smith is also a Member.

Smith credits his work on the Home for Good Task Force as another opportunity to help bring challenges facing the LA Fashion District to the attention of the Mayor, City and State officials.

#### **Home for Good Project Gets National Recognition**

BID Executive Director Kent Smith and fellow Members of the **Home for Good** Task Force are proud to share their accomplishments on the national level with recent recognition in the New York Times editorial section on March 1, 2012.

*A version of this editorial appeared in print on March 2, 2012, on page A24 of the New York edition with the headline: Home for Good.*

Los Angeles County is often called the national capital of homelessness, with more than 51,000 people lacking shelter on any given night. Homelessness there has proved to be a very tough problem to solve, especially with governments so short of revenue. But Home for Good, a collaboration by governments, businesses and charitable groups announced last month that it was making progress toward the goal of ending chronic and veteran homelessness in the county by 2016.

The program was begun in December 2010 by the United Way of Greater Los Angeles and the Los Angeles Area Chamber of Commerce. Over the last year it has found permanent supportive housing for 2,273 chronically homeless people and placed 874 veterans in permanent housing.

What makes those numbers so impressive is that Home for Good focuses on the hard-core homeless. Those troubled individuals are only about a quarter of the homeless population, but are a disproportionately heavy drain on public resources as they cycle through emergency rooms and jail cells.

Home for Good's initial success seems to be another validation of the "housing first" strategy, in which people battling addiction and mental illness are not required to sober up before being given shelter and services. It has been shown to be more effective — and far cheaper — to stabilize lives first, and then treat their many problems.

The group has fallen short of its own goals in some areas. It hasn't been able to build or convert as many units of permanent housing as it had hoped. While many politicians and others speak approvingly of Home for Good, of the 88 cities in Los Angeles County only seven, including Los Angeles, have so far joined in.

The co-chairman of Home for Good, Jerry Neuman, said he is often asked about how it will ever scale up to match the magnitude of the problem. He says the answer is "scaling down," having each community take responsibility for the chronically homeless in its own neighborhoods. The homeless population, he said, is far less transient than many people believe. Reaching out to them, he said, thinking small, is the way to make a large dent in a huge problem.



### **Urban Marketplace 2012**

BID Executive Director Kent Smith led a roundtable discussion on downtown LA at the Urban Land Institute's conference on March 7, 2012 - Successful Real Estate Strategies: Real Estate's Role in Economic Development. Smith joined fellow downtowners for the discussion session Downtown LA – The Tipping Point is Reached – to talk about business development in the LA Fashion District.

### **County Public Health Department to Meet with BID Owners Regarding New Public Health Permit Licensing and Request for Personal Information**

A BID property owner informed us of a letter sent by the County Health Department regarding new annual Public Health Permit Fee for "Garment Manufacturing Complexes". The fee will cover the cost incurred for previously free building inspections for compliance with health and safety standards. Of particular objection is the requirement to provide a personal Driver License number, Articles of Incorporation and a domestic stock statement. The BID sent a letter of objection and request for a meeting to Supervisor Gloria Molina. We will track progress of this request. The Public Health Department letter and letter to Supervisor Molina are included as *Attachment 4*.

Several concerned building owners contacted the BID administration office about a letter they had received from the County Public Health Department regarding the Garment Inspection Program and new public health permit fee. The BID contacted Supervisor Gloria Molina to express concerns on behalf of the owners. We received a follow up call from Hector Delatorre, a Public Health Department representative, who is interested in meeting with BID owners on a date to be determined in April, 2012.

### **7<sup>th</sup> & Los Angeles Streets Storm Drain Construction to Start in Early April 2012**

We thank Councilmember Jose Huizar, District 14, and his staff for launching an investigation and subsequent repair construction project to address a flooding problem at the s/w corner of the intersection at 7<sup>th</sup> Street and Los Angeles Street. The project design was completed and advertised on March 9, 2012. The bid opening is scheduled for March 20, 2012 and the construction contract will be awarded before the end of March. Construction is expected to start in early April, 2012. Once the work starts it will take approximately 60 days to complete the project.

Due to underground utilities in the area surrounding the current storm drain, the design team had to come up with alternatives for the design of the replacement system. During preliminary evaluation, crews from the City's Waste Water Collection Division found that the storm drain had a large amount of concrete slurry in it causing a partial blockage. Crews also cleaned and televised (CCTV) the drainage system that serves this immediate area. Through the CCTV efforts they became aware of a need for further cleaning and that some repairs would be necessary.

### **City to Implement Franchise System for Commercial and Residential Waste Hauling**

The City of Los Angeles is moving toward establishing a franchise system for commercial and residential waste hauling in the City of Los Angeles. The Board of Public Works stated policy objective is to enable greater control over waste haulers, comply with environmental mandates to improve recycling and diversion rates and reduce truck traffic on streets. Los Angeles now has an open system that allows over 130 individual waste haulers to do business in the city. The City is considering whether goals will be better met by establishing an exclusive franchise or non-exclusive franchise system. An exclusive system would allow one hauler per district. A non exclusive system would allow any hauler to operate who can meet the requirements of the environmental mandate.

The BID's Legislative Committee met on March 20, 2012 to discuss the proposed Franchise Waste Hauling System. The City Council is expected to make a decision in late Summer 2012 on whether to initiate an Exclusive or Non-Exclusive Franchise system. Gideon Kracov, attorney for AERY, presented information on the Non-Exclusive System.

The Legislative Committee agreed to present a recommendation for approval at the BID Board Meeting on March 22, 2012. No Board action was taken due to the lack of a voting quorum.

### **Brown Act Training for BID Board**

All BIDs are required to adhere to Brown Act requirements for all meetings in which actions are taken on behalf of the Business Improvement District. The Brown Act ensures that the decision making process remains completely public and

any member of the public can view and participate in this process. To help BID Boards stay informed of Brown Act requirements the City Clerk Administrative Services hosted a special presentation on March 1, 2012 that was attended by LA Fashion District BID Chairperson Jaime Lee, and BID Executive Director Kent Smith. Board Members agreed to develop a policy on terms and conditions for public comment.

#### **Possible Revisions to Adaptive Reuse Ordinance**

Kent Smith attended CCA's Housing, Land Use & Development Committee in February, 2012, to participate in a discussion about plans to revise the City's Adaptive Reuse Ordinance (ARO). The ordinance was passed in 1999 has helped triple the Downtown resident population. The Planning Department's current goal is to revise the ordinance to encourage the development and integration of multi-employee, home-based small businesses into ARO projects. We will report on the progress of this ordinance revision in future publications of *What's New*.

#### **DLANC Recognized at City Council for 10 Years of Service**

At the City Council Meeting on Friday, January 6, 2012 Councilmember Jose Huizar honored the Downtown Los Angeles Neighborhood Council (DLANC) for a decade of service to Downtown Los Angeles. The recognition ceremony took place during the regular City Council meeting with a couple dozen DLANC members including Kent Smith and Lynn Myers in attendance. Councilman Huizar made particular mention of Lynn Myers' initiative to fund the purchase of a horse for LAPD's Metropolitan Division. "DeeLANC" is currently working crowd control. Myers has also served on the Board since its inception representing the LA Fashion District.

One of the City's first neighborhood council, DLANC was founded in 2002. From day one, they have served as a model for neighborhood councils citywide on how to serve their community, offer guidance and advice to policy-makers and leverage their resources to truly make a difference. Downtown Los Angeles population has increased from 10,000 to nearly 40,000 in just one decade and the need for the neighborhood council has never been more evident as Downtown is one of the most quickly growing, revitalizing and changing neighborhoods in our entire city.

#### **BID Consortium Members Visit The Orpheum Theatre**

On February 29, 2012 the LA Fashion District BID hosted the BID Consortium meeting at the Orpheum Theatre through the kind generosity of owner Steve Needleman. The LA Fashion District BID is a member of the BID Consortium, a group of nearly 50 BIDs from across the City, that meets monthly to discuss issues that impact the administration of Business Improvement Districts and also to learn from each other's Best Practices.

### **ECONOMIC DEVELOPMENT**

#### **Ace Hotel to Debut on Broadway in the LA Fashion District**

The Ace Hotel chain will open its latest outpost in the Historic United Artists Theatre on Broadway. With locations in Portland, Seattle, New York and Palm Springs, the Oregon-based Ace Hotel chain, recognized in Time Magazine's list of top 100 business innovators, is known for its urban, eclectic style paired with affordable room rates. The coupling of this bohemian hotel chain with the unique United Artists Theatre on Broadway appears to be a match made in heaven.

"We're thrilled that Ace Hotel is making its debut on Broadway in the L.A. Fashion District," said Kent Smith, Executive Director, L.A. Fashion District. "And we're delighted that Greenfield Properties saw the potential of converting one of the most beautiful theater buildings in North America in to a fashionable hotel to serve fashion buyers and shoppers from coast to coast."

The Ace Hotel property falls within the boundaries of the L.A. Fashion Business Improvement District, which provides clean and safe services, as well as marketing and economic development support for the area. Ace Hotel has partnered with Greenfield Partners to develop the project at the United Artists Theatre located at 933 S Broadway, which will create approximately 180 rooms in the office building's 13 floors, as well as a pool, restaurant, bar, and reactivation of the historic theater with approximately 1,600 seats. The current Ace hotels are pet-friendly with free-wifi and eco-friendly interior design. The development will lead to the creation of hundreds of jobs in space that has not been fully activated in decades.

The Ace Hotel announcement comes on the heels of a number of recent successes for Councilmember Huizar's Bringing Back Broadway. The Umami Burger team will open Umamicatessen in the LA Fashion District in the coming weeks; New York Pizzeria Two Boots Pizza is under construction near the Orpheum Theatre among a number of projects.

Opened in 1927, the site for the flagship United Artists Theatre was hand selected by world renowned actress, Mary Pickford, who worked closely with architect, C. Howard Crane of Detroit, who designed the distinctive "Spanish Gothic" building.

The 12-story office frontage for the complex was designed by the L.A. firm Walker and Eisen. Unique features of the historic design include plaster decoration inspired by the Cathedral at Segovia, an elaborately furnished Moorish style smoking room with Malibu tile baseboards often used as a private screening room for Mary Pickford; a vaulted ceiling finished in fresco murals; auditorium murals depicting the history of the film industry and gold-backed lobby mirrors. The UA building was the tallest privately owned building in Los Angeles until 1956.

The theatre was closed briefly during the depression and then continued productions. In 1956, the UA was closed again for remodeled to the tune of \$200,000 to equip it with wide screen projection. The theater reopened with a first-run engagement of "Oklahoma," which soon closed, as did the theater. Ten years later, the UA reopened as a Spanish language movie house.

Most recently, the theater was owned and occupied by Los Angeles University Cathedral. After televangelist Pastor Dr. William Eugene Scott passed away, the church remained operational in the theater auditorium for a number of years until the theater and commercial office building were sold to current ownership, Greenfield Partners, for \$11 million in October of 2011.

#### **Welcome Sparkle Factory!**

The seven-story building at 908. S Broadway in the LA Fashion District will now be home to Tarina Tarantino's "Sparkle Factory," a multi-use space that will house an innovative retail concept including a TARINA TARANTINO jewelry boutique, design headquarters and production studio. Tarantino is creating the multi-approach project along with her business partner and husband, Alfonso Campos, with support from Councilmember José Huizar and his Bringing Back Broadway initiative. They received a small business loan through Valley Economic Development Center.

The Sparkle Factory will be the sparkly center of Los Angeles said the creative team of Tarantino and Campos at the press conference on February 1, 2012. They are excited to launch their Made in LA collections of accessories hand-crafted in their own building that is soon to be the "crown jewel" of Broadway – complete with tiara shaped windows – and anchored in the heart of the LA Fashion District!

#### **Vogue Hotel Renovation**

This former 16-unit residential hotel property located at 820 S. Spring Street is being renovated to a 14-unit residence. It was previously closed by nuisance abatement proceedings. We will track progress.

#### **LA Express Park Kick Off Meeting**

Kent Smith attended the Metropolitan Transit Authority (MTA) Advisory Board meeting for a discussion on the proposed LA Park Express Program. The ExpressPark program, slated to begin next summer, will use not only new meters but also a network of wireless pavement sensors to keep track of parked vehicles in real time. The sensors will help DOT determine which meters are in use and which have expired. Eventually, roadside signs will guide motorists to empty spaces in municipal parking garages and lots. Parking information will be available through smart phone apps. Starting this summer a pilot project in downtown involving only city-owned parking (on street and parking structures) in a 4.5-square-mile area — will feature adjustable parking rates — where rates will fluctuate with demand.

The Advisory Board expressed several concerns including disabled parking placard abuse, all day parking by Cushman cart food trucks, and filming. Los Angeles is developing ExpressPark in partnership with Caltrans and the Los Angeles County Metropolitan Transportation Authority. A \$200 million Federal grant will be used to fund the program.

### **Preliminary Downtown L.A. Streetcar Route Moves into Environmental Review**

*Two route options now move into formal environmental review – Metro committees to receive reports this week*

The Downtown Los Angeles Streetcar project is taking another significant step forward by concluding its Federal Transit Authority (FTA)-required Alternatives Analysis (AA) process. The formal report on the Locally Preferred Alternative (LPA) is set to be received by Metro's Planning & Programming Committee and Construction Committee.

The LPA selected – referred to as Alternative 7 in the AA process – was the highest scoring of all routes considered. The selected route proceeds south on Broadway from 1st Street to 11th Street, west to Figueroa Street, north to 7th Street, east to Hill Street, and north, terminating at 1st Street. The route would also include the ability to travel up 1st Street and into Bunker Hill on Grand Avenue as funding becomes available.

### **Proposed 2012 Second Quarter Administration/Advocacy Activities**

- Continue to advocate for the Fashion District BID.
- Lead development of the Overlay Zone to Legitimize Outdoor Display.
- Advocate for continued funding to complete the FD Plan and EIR.
- Prepare for Annual Property Owner Meeting.
- Prepare for BID Renewal.

### **IMAGE AND COMMUNICATIONS**

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

#### **Welcome Ariana Gomez**

The LA Fashion District BID welcomes Ariana Gomez as our new Public Information Coordinator. Ariana will be working on various marketing and public relations initiatives to raise awareness and promote the Fashion District, including our [Facebook](#), [Twitter](#), and [blog](#).

Ariana is a recent graduate of USC majoring in Public Relations. She's very familiar with the LA Fashion District and the apparel industry having worked in showrooms in the Cooper Design Space and developed buyer outreach campaigns, digital look books, and social media. Most of all Ariana brings her enthusiasm for the LA Fashion District and professionalism to the position and our continuing efforts to brand the district as the creative center of the apparel industry in the United States. Please feel free to contact her with news stories or suggestions at

[Ariana@fashiondistrict.org](mailto:Ariana@fashiondistrict.org)

#### **What's New with What's New**

We've changed our format to tailor our communication tools to audience interests. We've heard that not everyone wants to read about infrastructure improvements in their fashion news and vice-versa. So now we have four different internet communication tools - something for everyone - sign up for all four to get the big picture on what's happening in the LA Fashion District.

- **What's New** will focus on property owner, merchant and City issues.
- **Facebook** targets our fashionista audience with the latest trends and special events
- **Twitter** conversations will tell you where to buy the new it item and what other people are buying
- **Blog** will fill out the Facebook and Twitter posts with more photos and fashion / event focused stories.

### **Winter Newsletter**

The winter newsletter will be distributed the first week of April 2012. *See Attachment 5.*

### **LA Fashion Market Fall 2012**

The Fashion District hosted LA Fashion Market Fall 2012 March 12-15, 2012. Showrooms in the California Market Center (CMC) and Cooper Design Space reported steady traffic and an overall successful turnout for Market.

"We opened on Sunday and did very well. We've been non-stop busy from the minute we opened each morning of Market," said Lynn Girard, owner of Lynn Girard Showroom in the CMC.

Jenny Ewing, showroom manager at Lily Kate Showroom in the Cooper Design Space concurred, "We've been super busy. It's been a great Market."

The CMC also hosted various tradeshow including SELECT Contemporary Tradeshow, FOCUS Apparel & Accessories Show, and TRANSIT LA Shoe Show, the only dedicated footwear show running in conjunction with LA Fashion Market. Meanwhile COEUR, the premiere accessories, gift, home and lifestyle tradeshow was held at the Cooper Design Space. Designers & Agents Tradeshow returned to The New Mart and featured a well edited collection of established and up-and-coming contemporary apparel, accessories, and footwear designers.

LA Fashion Market drew in many notable retailers including Fred Segal, Kitson, LF Stores, and Nasty Gal, as well as international retailers including, Kitson Tokyo and Shinjuku Isetan, among others.

Special events were held in the showroom buildings to welcome buyers. Patron Tequila co-sponsored an Opening Night Reception for buyers, showroom reps, and industry guests with the CMC. The Cooper Design Space had a special art installation featuring artists such as Shepard Fairey and Retna.

### **Market Week Lines Directory Showcases Wholesale Businesses**

Fall 2012 Market Week starts March 12 and runs through March 15, 2012. With five Market Weeks every year the LA Fashion District attracts thousands of wholesale buyers from across the country to buy apparel for their stores and boutiques. The BID is helping business by updating the website at [www.fashiondistrict.org](http://www.fashiondistrict.org) with new searchable wholesale Lines Directories before each Market Week. We work in partnership with The New Mart, CMC, Cooper, Gerry, and D&A to bring wholesale buyers recent changes in showrooms and apparel lines.

The BID website also features the various areas of the district, parking information, restaurants, and other amenities on the District-Wide Searchable Directory to welcome buyers to the LA Fashion District.

### **LA Textile Show**

The Los Angeles International Textile Show (L.A. Textile) is currently underway at the California Market Center. The show will run March 26-28. LA Textile is the fashion industry's West Coast destination for premier textile, design & production resources. It offers hundreds of fabric collections and design services from around the globe. The show kicked off with an opening party co-sponsored by Lenzing on Monday, March 26 and will be hosting various seminars throughout the show, including a macro-trends S/S 13 + A/W 13/14 preview by WGSN.

### **BID Develops Social Media Services for Santee Alley**

Santee Maple Alley property owners approved a contract with LA Fashion District BID for the BID to develop and maintain Social Media platforms for Twitter and Facebook for the Santee Alley. The purpose of the Social Media platforms will be to attract shoppers and promote the Santee Alley brand. Information collected for social media accounts will also be used to provide regular updates to the current website.

### **PUBLICITY**

#### **Valentine's Day**

We received fantastic media coverage of the LA Flower District leading up to Valentine's Day – one of their busiest holidays! The LA Fashion District BID sent out a press release for the Flower District focusing on the extended business

hours for Valentine's Day. Our new Public Information Coordinator, Ariana Gomez, is working to establish media contacts in an effort to present ourselves as the source of information about the LA Fashion District for local media.

The Valentine's Day press release was sent to print, online and broadcast media outlets. We managed to secure coverage from the following:

- rackedLA.com
- franklinavenue.blogspot.com
- Larchmont Buzz
- Channels 2,4, 7, 9
- Msnbc.com and YahooFinance.com

***Johnny Depp loves it, The Artist glorified it, hip hotel chain Ace just bet big on it. Now the city center's renaissance finally hits one of L.A.'s most fabled streets...*** The Hollywood Reporter recently did a 2-page spread on many of the great things happening on Broadway. It's titled "Downtown's Hot Broadway Makeover," by Gary Baum and illustrated by Remie Geoffroi. It's well done and great architectural drawings of landmark buildings on Broadway in the LA Fashion District. It's included here as *Attachment 6*.

#### **"Fashion District's 'Clean and Safe Team' team set standard for Business Improvement Districts"**

The Fashion District Clean and Safe Team sweep the streets, remove graffiti and are the eyes and ears for the police.

By **Andrew Lopez**

Published: Monday, March 26, 2012, at 11:12AM

[www.blogdowntown.com](http://www.blogdowntown.com)



Courtesy Clean and Safe Team

**DOWNTOWN LOS ANGELES** — On any given day, about 10 security and 20 maintenance workers sporting yellow polo shirts patrol 115 sq. blocks that make up the [Fashion District](http://blogdowntown.com/2012/03/6656-fashion-districts-clean-and-safe-team-team) -- working to keep the area safe and clean for shoppers and merchants...Click here to read more about the LA Fashion District at <http://blogdowntown.com/2012/03/6656-fashion-districts-clean-and-safe-team-team>

#### **National and International Media Tour the LA Fashion District**

Public Information Coordinator, Ariana Gomez, recently gave a media tour of the Fashion District to a group of journalists including New York-based Sharon Feierson who writes for The Fashion Spot, Smarter.com and Beauty Snob, as well as Woodbury Magazine; Caroline Gault, based in Alberta, Canada, who writes for *National Post* (online and print), FashionMagazine.com, AOL Canada, and Vitamin Daily; and Christine Hanlon, a writer for *Style Manitoba* based in Winnipeg, Canada. The group toured The Intersection, the Textile District, The Flower District and Santee Alley.

#### **LA Fashion District Makes the News**

The LA Fashion District is listed as one of many great sites to visit in LA in a recent article showcasing Los Angeles as a destination for visitors. We work with The Los Angeles Convention and Visitors Bureau and journalists from around the world to tell the story of Los Angeles. To view the article click on the following link:

<http://ftp.lainc.us/Media/March2012/KTW-sightseeing.pdf> published in the Kathika Travel Website.

## Website Activity

The new Fashion District website is hosted by a different company from the previous website. 2011 activity records are not comparable to those of 2010. Annual comparisons will be available starting in 2012. Social Media activity records are being tracked from January 2011. We added Instagram to our social media tools and will track those visits starting March, 2012. Instagram allows us to post photos of the LA Fashion District that visitors can Like and Share.

2012 First Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity
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<u>Website Hits</u>	<b>2012</b>	<b>2011</b>
January	1,273,453	419,000
February	1,356,694	403,000
March	1,575,764	533,400
<b>Totals</b>	<b>4,205,911</b>	1,355,400
<u>Website Visitors</u>	<b>2012</b>	<b>2011</b>
January	46,624	17,500
February	49,409	15,100
March	57,347	21,000
<b>Totals</b>	<b>153,380</b>	53,600
<u>Media Impressions</u>	<b>2012</b>	<b>2011</b>
January	30,857,666	15,059,000
February	59,430,521	16,212,000
March	29,909,145	14,534,000
<b>Totals</b>	<b>120,197,332</b>	45,805,400
<u>Free Advertising Dollars</u>		
<u>Leveraged</u>	<b>2012</b>	<b>2011</b>
January	\$272,695	\$172,000
February	\$238,175	\$176,000
March	\$319,338	\$124,000
<b>Totals</b>	<b>\$830,208</b>	\$472,000
<u>Social Media</u>	<b>2012</b>	<b>2011</b>
<b>Facebook</b>		
o New Likes	3,345	3,927
<b>Twitter</b>		
o New Followers	410	462
<b>Blog</b>		
o Members & Page Views	13,570	n/a*
<b>Instagram</b>		
o New Likes	145	n/a**

\*not implemented until 2<sup>nd</sup> quarter 2011.

\*\*not implemented until 2012.

## Proposed 2012 Second Quarter Image & Communications Activities

- Continue to refine social media features
- Publish Spring 2012 Newsletter

## **SPECIAL PROJECTS**

### **Parking App**

Through grant funding from U.S. Congresswoman Lucille Roybal-Allard the BID will be developing a Parking App to provide visitors with information on driving directions and 100 parking lot locations in the LA Fashion District. We'll even help them find their car with a locator feature! The Parking App will help direct drivers into the district and locate parking lots with the visual assistance of the green vehicle Uniform Parking Signage already installed in the district.

### **Streetscape 2 Design Begins**

Design work will be a collaboration of the Bureau of Engineering and AECOM staffs. Design options will be presented for Public comment by late Summer 2012.

### **LADWP Grant Application**

Each year the LA Department of Water and Power, Economic Development Division, awards grant funding to Business Improvement Districts with the goal of assisting BIDs in their community work. The LA Fashion District has received over \$15,000 over the last 6 years for program enhancement for the website, trash can liner purchases, trash can signs and more. This year we submitted another application for grant funding that will be applied to social media, website, and trash can liner expenses.





## LA Fashion District Business Improvement District

### 2012 Activity Reports

#### Second Quarter

## TABLE OF CONTENTS

### **I Second Quarter Activities**

#### **Finance**

#### **Public Space Management Activity**

- Public Space Safety Programs
- Proposed 2012 Third Quarter Activities
- Public Space Maintenance Programs
- Proposed 2012 Third Quarter Activities

#### **Administration and Advocacy**

- Administration
- Advocacy Programs
- Proposed 2012 Third Quarter Activities

#### **Image, Communications and Special Projects**

- Image & Communications Programs
- Proposed 2012 Third Quarter Activities
- Special Projects Programs
- Proposed 2012 Third Quarter Activities

### **II Attachments**

- 1 2<sup>nd</sup> Quarter Financial Summary-to be forwarded upon approval
- 2 Vendor Crackdowns in Style at the Fashion District
- 3 Sidewalks, Sales and the Fashion District
- 4 Citibank/LA Fashion District Press Release
- 5 BIDLINES newsletter Spring/Summer 2012

## **2012 OPERATING BUDGET SUMMARY**

The second quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2012 Fashion District BID is \$4,225,000.

## **FINANCE**

### **No CPI Adjustment**

On May 24, 2012, the Board of Directors unanimously agreed not to apply a CPI adjustment to the Fashion District BID 2013 assessment fees.

### **No Santee Alley Overlay Increase**

On May 24, 2012 the Board of Directors unanimously agreed not to increase the 2013 North/South Alley Overlay budget.

### **Data Submission**

2013 Assessment data was submitted to the City Clerk on May 31, 2012 for inclusion on the County tax rolls.

### **Proposed 2012 Third Quarter Finance Activities**

- Prepare 2013 Budget
- Prepare for BID Renewal

## **PUBLIC SPACE MANAGEMENT ACTIVITIES**

<b>2012 Annual Budget</b>	<b>\$2,661,300</b>	<b>63% of the budget</b>
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This portion of the budget is allocated to all Clean & Safe Program Services.

## **PUBLIC SPACE SAFETY PROGRAMS**

### **Second Quarter Contact Summary**

BID Safe Team officers conducted 5,706 **Citizen Assist** events during the 2012 2<sup>nd</sup> Quarter compared to 4,439 conducted in the 2011 2<sup>nd</sup> Quarter. **Welfare Checks** increased from 540 in the 2<sup>nd</sup> Quarter 2011 to 786 in the 2012 2<sup>nd</sup> Quarter. We continue to see a major increase in the numbers of direct contacts with people who were in distress and/or living on the street. **Unlawful Lodging** incidents doubled during the 2<sup>nd</sup> Quarter 2012 compared to 2011 records during the same period.

**Disorderly Conduct** saw a decrease in activity with 994 incidents recorded compared to 1,038 incidents recorded in the 2011 Second Quarter. However **Trespassing** incidents increased from 156/2<sup>nd</sup> Quarter 2011 to 263 incidents 1<sup>st</sup> Quarter 2012. **Panhandling** incidents also saw a slight increase during the 2<sup>nd</sup> Quarter 2012 compared to 2011.

**Vandalism** incidents also increased significantly. As a proactive precaution against criminal activity, the BID continues conducting **Location Checks for Crime Prevention** with 11,927 individual location checks recorded during the 2012 First Quarter.

### **RFP for Clean and Safe Services**

At their meeting on May 15, 2012 the Operations Committee approved a Request for Proposal that will be sent to 5 vendors for each service. A staff report will be presented at the July Board meeting.

**Targeting Illegal Pet Sales**

Our Safety personnel worked alongside the LAPD during April targeting illegal pet sales (pre and post Easter). On Sunday, April 13, we had 15 animals housed at the field office.

**Fire Damages Section of Santee Alley**

A fire broke out and stores were damaged in an overnight blaze on Sunday, April 22, 2012 in the area of Maple Avenue between Olympic Blvd and 11<sup>th</sup> Street. The fire started at approximately 2:00 am. The LA Fire Department was on the scene with 150 firefighters who worked for over two hours to put out the blaze.

All stores were closed on Sunday in the North Alley (area bounded by Olympic-Maple-11<sup>th</sup> Street-Santee Street) and on the east side of Maple between Olympic and 11<sup>th</sup> Street while investigators work to determine the cause of the fire. A report has not yet been released.

BID Safe Team Officers provided street closure and traffic control assistance per request of the Los Angeles Police Department. Additional Safe Team Officers were deployed in the area to ensure public safety.

**LA Fashion District Clean Team Members Receive Award from Councilmember Jan Perry**

LA Fashion District Safe Team members were recognized by Councilmember Jan Perry for their help with the Police Headquarters park. The park was built as part of the new Police Headquarters project but was not being maintained. Safe Team members, along with various residents, volunteered to help clean the park last Saturday. The Fashion District was the only Business Improvement District who participated, even though the park is not part of our district. Great job guys!

**CicLAvia**

Thousands of visitors descended on downtown on April 15, 2012 to enjoy car-free streets, shop, dine, and have fun. For Sunday's event, CicLAvia closed streets through East Hollywood, Korea town, Westlake, Downtown L.A., Little Tokyo, and Boyle Heights - plus the new extensions that premiered last time: north to El Pueblo, and south to Fashion District and Central Avenue. The BID Safe Team was deployed to assist with traffic control and public safety.

**Fiesta Broadway**

On Sunday, April 29, Broadway became a fiesta. Promoted as the largest Cinco de Mayo event in the world – downtown Los Angeles hosted the 23<sup>rd</sup> Annual Fiesta Broadway celebration. The BID deployed Clean & Safe Teams help ensure that the neighborhood was ready to welcome the crowds.

**Proposed 2012 Third Quarter Public Safety Activities**

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.
- Prepare for BID Renewal.

## **PUBLIC SPACE MAINTENANCE PROGRAMS**

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

### **Graffiti Removal**

2012 second quarter graffiti removal records show an increase compared to 2011.

<u>Graffiti Removal – 2<sup>nd</sup> Quarter</u>	<b>2012</b>	2011
April	614	465
May	778	689
June	541	521
Total	1,675	1,933

### **Trash Tonnage**

There is a slight increase in trash tonnage over last year's records. 44,502 **Trash Bags** were used during the second quarter.

<u>Trash Tonnage– 2<sup>nd</sup> Quarter</u>	<b>2012</b>	2011
April	166	163
May	164	164
June	158	156
Totals	488	483

### **Sidewalk Cleaning**

4,446,000 square feet of district sidewalks were cleaned during the second quarter with sidewalk scrubbing and pressure washing.

### **Clean Team Ready for Rainstorms**

Maintenance had a busier week during the week of April 13<sup>th</sup> with the thunderstorms that came through the District – especially Friday. We had teams of workers on trucks assuring that the storm drains stayed open especially around 7<sup>th</sup> and Los Angeles.

### **Fashion District Clean Team Cleans Up Skid Row**

The Fashion District Clean Team participated in the Skid Row Community Clean-Up on Sunday, May 24. Our team helped clean the storm gutter on the northeast corner of San Julian & 6<sup>th</sup>. The gutter had been reported as a health hazard, as it was constantly clogged with trash and inhabited by rats. Ten full garbage bags were filled with debris removed from the gutter. The Fashion District Clean Team volunteered for the clean-up along with the CCEA, the South Park BID, and the Historic Core BID. LAPD including Captain Horace Frank of Central Division, along with the LA Conservation Corps, and many other groups and individual volunteers showed up at the event.

### **Problems with Maintaining 9<sup>th</sup> & Main Street Median**

Irrigation and lighting equipment continue to be a problem on this median installed by the LA Department of Transportation. The BID Clean Team is currently operating all equipment manually. The Bureau of Engineering is working with us to solve the problems and has presented several repair scenarios that we are now considering. One option is to completely replace all irrigation which would be very costly.

### **Proposed 2012 Third Quarter Public Maintenance Activities**

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for BID Renewal.

## **ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY**

### **2012 Annual Budget**

**\$646,600**

**16% of the Overall Budget**

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

## **ADMINISTRATION PROGRAMS**

### **GOVERNANCE**

#### **2012 Annual Property Owner Meeting**

Over 50 property owners and guests attended the 2012 Annual Property Owner meeting of the LA Fashion District BID on April 26, 2012. Real estate brokers I. Hassan, The Quantum Associates and Mark Silverman, Major Properties, presented a panel discussion and Q&A session on the economic future of the district. AEG representatives provided a summary of the recently released Farmers Field Environmental Impact Report. The LA Fashion District presented the 2011 BID Annual Report that will be mailed to all property owners. The report is also available on the website at [www.fashiondistrict.org](http://www.fashiondistrict.org).

#### **BID Renewal**

The current Business Improve District (BID) services will end on December 31, 2013. Work is already underway to decide on clean and safe service delivery, form a new District Management Plan, and begin outreach for the petition and ballot campaigns that are necessary for approving a new BID.

The Steering Committee met on Tuesday, April 24, 2012 to review the draft District Management Plan. Kent Smith reported that the new plan is the same as the current plan. There are no changes to zones, assessment methodology, projected budgets, programs or services. The South Alley Overlay Assessment will increase 11% as they will have expended all surplus revenue and will need to increase assessments in order to reach the actual baseline. There is no increase anticipated for the North Alley Association.

The BID Renewal Committee recommended Board approval of the new plan. The Board of Directors approved the proposed District Management Plan by unanimous vote on April 26, 2012. The plan was submitted to the City Clerk for approval. Once the plan is approved the petition drive will begin.

### **ADVOCACY**

#### **Downtown BIDs Meet with Mayor Villaraigosa and City Attorney Carmen Trutanich to Discuss Effects of Injunction**

Last June a Federal Court granted an injunction to stop the City from removing and disposing abandoned items from Skid Row sidewalks. This is causing growing concern from merchants in the area and is increasing criminal activity in and around Skid Row. We are working with our downtown BID colleges to find workable solutions to this problem.

On Tuesday, April 3, 2012, downtown BIDs met with the City Attorney and executive staff members to express concerns about the Skid Row injunction and ways to address the challenges imposed on businesses and residents.

On Wednesday, May 23, 2012, BID staff members Kent Smith and Lynn Myers joined other BIDs to meet with Mayor Villaraigosa to discuss escalating numbers of public health issues resulting from the Federal Injunction prohibiting removal of personal items belonging to homeless individuals from public sidewalks. Mayor Villaraigosa and his staff members were informed of the challenges the Injunction places on all BID's efforts to maintain clean public environments for residents and businesses. Mayor Villaraigosa committed his support for addressing the issues by tasking his staff with creating smart and defensible short term and long term mediation plans.

The County of LA Department of Public Health conducted an investigation and published a report to provide assistance in assessing and addressing public health issues in the Skid Row area. The survey found violations in six categories: Immediate Threat to Public Health, Safety Hazards, Vermin Control, Solid Waste Disposal, Communicable Disease Risk, and Non-Public Health Observations.

Also at the meeting the Jones Settlement was discussed that allows homeless individuals to sleep on public sidewalks. Currently the LAPD will not enforce LAMC Section 41.18(d) between 9:00 p.m. and 6:00 a.m. until 1,250 permanent supportive housing units are constructed within the City of Los Angeles. The BIDs asked for the Mayor's assistance with conducting an inventory to determine the exact number of permanent supportive housing units currently available in the City.

The Mayor emphasized the need for support services throughout the County and not just downtown. Mayor Villaraigosa credited the Home for Good Task Force of business leaders and the United Way for creating a plan to end homelessness with supportive housing. Two years into the effort the plan is successfully moving ahead with increasing numbers of housing units and wrap around supportive services. Kent Smith has served as a member of the Home for Good Task Force since its inception. The LA Fashion District is working with LAPD Senior Lead Officers to minimize the impact on the area.

#### **Operation Clean Streets Begins**

On Tuesday, June 19, 2012 a Skid Row cleanup was launched in response to multiple health code violations cited by the Los Angeles County Department of Health. Notices were distributed to sidewalk tent dwellers and homeless individuals prior to the street cleaning effort. Although the LA Fashion District is not included in the clean up the BID has seen an increase in homeless encampments in the district.

#### **Touring the District with Council District 14**

On Monday, June 18, 2012, we met with Councilman Jose Huizar's new downtown deputy Sara Hernandez to talk about the LA Fashion District's successes and challenges. We will be working with the Council District to track progress on homeless issues, the proposed Overlay Zone, the Strategic Plan, LA Streetcar, and more. BID staff took Sara on a tour of the district to point out the vibrant street scene, problem spots, and potential growth areas in the district.

#### **Overlay Zone Update**

On Tuesday, April 17, 2012 the City's Planning and Land Use Management Committee considered and approved a motion to launch a 12-month long process to consider implementation of an Overlay Zone in the LA Fashion District that will allow sidewalk merchandising in permitted areas.

This action comes as a result of code enforcement launched on February 8, 2012 by the Los Angeles Police Department in coordination with the City Attorney at merchants displaying and selling merchandise on sidewalks on February 8, 2012 by the Los Angeles Police Department in coordination with the City Attorney, initiated enforcement aimed at merchants displaying merchandise on sidewalks. A yellow line was painted years ago to control the displays and preserve the public right of way. The Santee Maple Alley Association (SMAA) and the North Alley Association (NAA) owners and their tenants see the sidewalk merchandising as part of the character of the district and want to amend regulations to permit the Santee Alley to allow outdoor merchandising. *See Attachment 2 for an LA Downtown News story on sidewalk sales.*

SMAA and NAA see sidewalk merchandising as a district wide issue and requested support from the Board and the Downtown LA Property Owners Association (DPOA) to retain an attorney to craft a motion that would place a moratorium on further ordinance enforcement while the BID and owners begin discussions on implementing a long term solution. All parties agreed to consider creation of an Overlay Zone as a possible long term solution.

At the Board Meeting on March 23, 2012, Deputy Chief Jose Perez met with Members and property owners to discuss Sidewalk Display Enforcement. Deputy Chief Perez explained that laws must apply to all areas of the public domain. The recent enforcement could have been better communicated in order to prepare vendors and owners. The current moratorium will not be honored forever and however an equitable compromise allowing some sidewalk displays is being sought with the assistance of the Council Districts 9 and 14. Enforcement will continue while law piece is being developed.

At the Planning and Land Use Management Committee (PLUM) on April 10, 2012, Committee Members reviewed and approved the plan to be advanced to the City of Los Angeles Department of Planning. The process to legitimize sidewalk displays in the LA Fashion District will take at least 18 months to complete.

LAPD Central Division Captain Horace Frank attended the Operations Committee meeting on May 15, 2012 to explain their latest enforcement effort which started in the Toy District and has moved south into the Fashion District.. In the interim, LAPD will consider tolerating outdoor displays as long as they do not impair public access and safety.

#### **LAPD to Resume Sidewalk Code Enforcement**

On June 28, 2012 we received notice from Central Division Captain Horace Frank that LAPD will begin enforcement of 56.11 LAMC in the Fashion District within the next 7-10 days. Captain Frank stated that the enforcement would be carried out according to the guidelines he set forth at the LA Fashion District Operations Committee on May 15, 2012. These guidelines include:

- Modest outdoor displays no more than 12 inches from the outside walls provided that ADA requirements are met (a minimum 3 foot clearance is available from the outside wall to the nearest obstacle such as a parking meter, tree and/or utility pole).
- No tables or sidewalk sales will be permitted.

#### **Sidewalks, Sales and the Fashion District**

The *Los Angeles Downtown News* published an editorial the week of June 31, 2012 concerning the “overlay zone” in the Fashion District. The article titled “Sidewalks, Sales and the Fashion District”, recognizing the unique character of our district and the unique needs of our businesses. The editorial calls for quick action on behalf of the city to approve the overlay zone, while also highlighting the importance of LAPD’s involvement and concern over sidewalk sales. *The article is included as Attachment 3.*

#### **Legislation to Fight ADA Lawsuit Abuse Clears Senate**

Legislation to fight Americans with Disability Act (ADA) lawsuit abuse has cleared the senate with bipartisan support. We’d like to recognize the California Downtown Association (CDA) for their advocacy for this piece of legislation. Kent Smith, Fashion District Executive Director and member of the CDA Government Relations Committee, has been working with CDA to stop ADA lawsuit abuse, which negatively impacts small businesses statewide.

*This was the statement put out by Rep. Senator Robert Dutton’s team:*

Legislation authored by Senate Pro Tem Darrell Steinberg (D–Sacramento) and Sen. Bob Dutton (R–Rancho Cucamonga), to stop the out-of-control problem of abusive Americans with Disability Act (ADA) lawsuits against small businesses in California, cleared the Senate Floor today with unanimous bipartisan support of the members.

[Senate Bill 1186](#), approved on a 36–0 vote, is aimed to help California businesses comply with the requirements of the ADA without facing the threat of frivolous lawsuits.

“The issue of shakedown lawsuits is affecting every county in this state and the fact that we have gotten unanimous bipartisan support of this legislation as it moves forward is proof that the issue has caught the attention of the entire Senate,” Senator Dutton said. “I look forward to working with Senator Steinberg in the weeks ahead in finalizing legislation the will put an end to these predatory lawsuits, while protecting access of the disabled community.”

Senator Steinberg and Dutton have organized weekly meetings with their staffs and stakeholder groups, and will continue to meet to craft final legislation that must be passed and sent to the governor by the end of August. The working group includes small business groups and representatives from organizations from the disabled community.

“California has 12 percent of the nation’s population, but 40 percent of the ADA lawsuits in this country,” Senator Dutton pointed out. “Clearly there is a serious problem that must be fixed and I am committed to trying to find a solution before the end of this legislation session.”

SB 1186 now heads to the Assembly for consideration before coming back to the Senate for final approval.



### **Farmer's Field Draft EIR**

The BID reviewed the 10,000 page EIR to determine how the proposed stadium will impact the LA Fashion District. BID staff members Kent Smith and Lynn Myers attended an event at LA Live to learn more about the Farmer's Field EIR. AEG plans over \$5 million in transportation improvements including improvements in the LA Fashion District:

1. Extra lanes on 17<sup>th</sup> Street and 18<sup>th</sup> Street between Los Angeles and Main.
2. Add another left turn lane on 18<sup>th</sup> Street at Los Angeles Street.
3. Restripe intersections at Main and Broadway at 17<sup>th</sup> Street to create left turn lanes.
4. Restripe intersection at Broadway and 18<sup>th</sup> Street to add a left hand turn lane.
5. At Los Angeles and 17<sup>th</sup> Street widen the westbound approach of the I-10 Freeway off ramp.
6. Signal Controller Upgrades of:
  - San Pedro & 16<sup>th</sup> Street
  - Maple at 16<sup>th</sup> Street
  - Maple at 18<sup>th</sup> Street
  - Los Angeles at 16<sup>th</sup>, 17<sup>th</sup>, and 18<sup>th</sup> Streets
  - Main at 16<sup>th</sup>, 17<sup>th</sup>, and 18<sup>th</sup> Streets
  - Broadway at 16<sup>th</sup> Street

Even with the improvements, the LA Department of Transportation (LADOT) forecasts that I-10 off ramps and on ramps, and 16<sup>th</sup>, 17<sup>th</sup>, and 18<sup>th</sup> Streets between San Pedro and Broadway in the LA Fashion District will be more congested during Saturday and Sunday during game events (12:00 noon – 1:30 pm and 4:30 – 5:30 pm). Parking is forecast to occur as far east as Broadway and we plan to work with LADOT to minimize parking impacts from Farmer's Field on weekend shoppers in the LA Fashion District

At the Annual Property Owner meeting on April 26, 2012, AEG representatives presented a summary of the project for attendees and answered questions. Owners expressed concerns about public perception of increased traffic during game days that will negatively impact shopper visits to the Fashion District. At the Board meeting following the Annual Meeting Board Members agreed to form an Ad Hoc Committee to work with AEG on a marketing plan.

On May 24, 2012 Committee Members met with Farmers Field transportation engineers and AECOM reps to discuss the impact of game day traffic on the LA Fashion District. They also presented a feasible parking strategy.

BID staff met with representatives from AEG on June 18, 2012, to discuss marketing the LA Fashion District during game days at LA Live and the proposed Farmer's Field. We discussed a number of potential cross promotions, special events and communication efforts for attracting event attendees and shoppers to downtown.

### **CRA/LA Oversight Committee Approves Completion of Fashion District Plan**

At their meeting on Thursday, April 19, 2012 the Successor Agency, a three member Board appointed by the State of California, reviewed reviewing current contracts of the former Community Redevelopment Agency of Los Angeles (CRA/LA) to determine which contracts should be completed.

Property owner and Board Vice-Chair Mark Chatoff, BID Executive Director Kent Smith, Council District 14 Trisha Robbins, and the City Planning Department testified in favor of completing the Fashion District plan.

The Fashion District Plan being developed by AECOM is not currently on the list of "enforceable obligations" that require the Successor Agency to complete as they wind up the former CRA's activities.

The Oversight Committee approved the Plan and EIR to proceed to the next step which is approval by the State Department of Finance.

On Wednesday, May 30, 2012 the State Department of Finance approved completion of the plan and EIR that was initially begun by the former Community Redevelopment Agency. AECOM, the project manager, will be able to resume work on the Fashion District Specific Plan and then begin preparing the district wide EIR which will substantially contribute to the plans implementation. The plan will expand the allowed uses to accommodate by right complementary uses that are currently prohibited in the Fashion District including residential and hotel uses. The plan is targeted for completion this summer and the EIR by spring of 2013.

#### **Possible Relaxation of Food Truck Standards**

The LA Fashion District BID along with neighboring BIDs wrote letters to the Los Angeles County Board of Supervisors and the County Department of Public Health to protest any relaxation of food truck restroom standards by the County of Los Angeles. Currently every food truck must have written proof of an agreement with an adjacent store owner that food truck customers are allowed to use the store's restroom. This arrangement could change to allow food trucks to follow less stringent rules.

We are concerned about the quality of the food prepared in and served from the food trucks given the propensity their operators have exhibited to NOT adhere to even the current standards. We are also concerned about the lack of food truck customer restroom facility availability.

If brick and mortar restaurants are required to have restroom and hand washing facilities then this same standard should be appropriately applied to food trucks. Any relaxation of standards for accessing clean water sources for food preparation and employee hygiene inevitably will negatively impact public health.

#### **Public Health Officials Meet with Property Owners**

On April 24, 2012, the BID hosted a meeting for property owners and County Public Health officials to discuss the new Garment Inspection Program inspection fees for garment manufacturing complexes. During the meeting County staff indicated they were optimistic the fees would be reduced by 50% for many garment manufacturing complexes. Since then several owners reported that their fee was eliminated.

#### **7<sup>th</sup> & Los Angeles Streets Storm Drain Construction**

We thank Councilmember Jose Huizar, District 14, and his staff for launching an investigation and subsequent repair construction project to address a flooding problem at the s/w corner of the intersection at 7<sup>th</sup> Street and Los Angeles Street. The project design was completed and advertised on March 9, 2012 and the construction bid was awarded to Prkacin Company. Construction was completed on May 14, 2012.

#### **Street Repaving**

On Saturday, June 9, 2012 the Bureau of Street Services repaved Santee Street between Olympic Blvd. and 15<sup>th</sup> Street, and Pico Blvd. between San Pedro and Central Streets. The work was completed overnight to avoid disrupting business. The BID distributed flyers to merchants in the work areas.

These streets were in very poor condition due to high traffic volumes and property development that prevented BSS from repaving. We are grateful for BSS's determination to keep these streets on the repaving schedule.

#### **Port of Los Angeles Tour**

Board Members and property owners Jaime Lee, Mark Chatoff, Elisa Keller, Steve Hirsh, and John Van Den Akker joined Port Commissioner Cynthia Ruiz for a boat tour of the Port of LA – the largest port in the country. Last year the port handled 338,572 containers of Apparel and 158,854 containers of Footwear!

### **BIDs Recognized at City Council**

At Council on June 22, 2012, Councilwoman Jan Perry, District 9, recognized downtown BIDs for their contributions to the City of Los Angeles. Mayor Villaraigosa joined in for a photo.



### **Kent Smith a Panelist at the 2012 National Planning Conference**

BID Executive Director Kent Smith represented the LA Fashion District BID at the 2012 National Planning Conference on Sunday, April 15, 2012 in Los Angeles. Smith addressed the issue of the increasing value of business improvement districts.

### **Ron Galperin: Commission on Revenue Efficiency and Candidate for City Controller**

On May 24, 2012 Mr. Galperin attended the Board of Directors meeting. Galperin is Chair of the City of Los Angeles' Commission on Revenue Efficiency (CORE) and a candidate for City Controller in the next election. He presented a summary of CORE's accomplishments and invited Board Members to contact him for more information. Opposing candidate Dennis Zine will be invited to attend the July Board Meeting.

## **ECONOMIC DEVELOPMENT**

### **Fashion District Partners with Citi's Capital Connection Program to Help Merchants in the Distrust**

The Fashion District BID has been working with the California Downtown Association over the past year to launch a new initiative to promote economic development in the district. As part of this \$100,000 effort funded by Citi Community Development the Fashion District will receive \$5000.00 to facilitate access to technical assistance and financing traditionally unavailable to small businesses. The initiative aims to promote economic development by increasing access to financing for small businesses with gross revenue of \$1 million or less.

The Fashion District will work with the Valley Economic Development Corporation (VEDC), a California-based Community Development Financial Institution (CDFI) focused on small business lending, to facilitate access to technical assistance and capital traditionally unavailable to small businesses. *See press release in Attachment 4.*

To kick off the program, the Fashion District is seeking 5 small business owners to participate in a pilot project to show other businesses how the process works.

### **Business Inventory**

The last district wide inventory of street level businesses was conducted in 2009. We are developing a new survey and plans for conducting the survey of over 2,500 businesses. The information will update the website and contribute to the above mentioned Capital Connection Program.

### **Umamicatessen Celebrates Grand Opening**

Councilman Jose Huizar cut the ribbon at the grand opening celebration of Umamicatessen on Wednesday, April 18, 2012. Located next to the Orpheum Theatre the new restaurant has been drawing crowds since opening in February. Steve Needleman, property owner of the Orpheum and Umamicatessen, continues to dazzle us with his amazingly successful efforts to grow this entertainment venue on Broadway.

**Two Boots Pizza Opens on Broadway**

Two Boots pizza had its grand opening on Wednesday, May 2, 2012. The opening of the New-York based pizza chain is part of Councilmember Jose Huizar's Bringing Back Broadway efforts. Councilmember Huizar was in attendance to celebrate the grand opening, along with property owner Steve Needleman. Two Boots is famous for blending traditional Italian flavors with Cajun flair. The restaurant is street-side service and delivery only. It is located at 282 S. Broadway next to the Broadway Bar.

**Raw Bites Opens on Spring Street**

A new restaurant has opened at 723 S. Spring St. Raw Bites specializes in all raw, sugar-free, dairy-free, gluten-free chocolates and small plates. Owner and Chef Julie Titus is on a mission to make Spring Street "healthier" with raw tapas and cacao truffles. She also offers consultations for healthier living and joining the "raw" lifestyle.

**Localita & The Badasserie Coming Soon to the Fashion District**

The Fashion District seems to be bursting with new restaurant and dining options, the latest being Localita & The Badasserie, a vegan, kiosk-style café, set to open in the Academy Award Clothes building on Los Angeles Street. Localita will serve pre-made vegan sandwiches, salads, smoothies, and other pantry staples, including their staple "The Baaadasss Breakfast Sandwich", sausage, soy-free cheese, chipotle sauce and maple syrup on a multigrain English muffin. Localita is an extension of Locali, located in Hollywood, and will eventually include extended hours and curbside service. The soon-to-open café recently received press in Blogdowntown. You can read the article at [www.blogdowntown.com](http://www.blogdowntown.com)

**Ace Hotel Announces New Restaurant**

The owners of Brooklyn hot spots Five Leaves and Nights & Weekends have signed on to open a new restaurant in the Ace Hotel currently under construction on Broadway Blvd. in Downtown LA. Five Leaves co-owner Kathy Mecham confirms that her team is headed to the Ace, but there's still no word yet on whether this will be a new branch of one of the existing restaurants, or a completely new concept. The project is still at least one year out.

**MTA Announces New Bus Routes – LADOT Deploys New DASH Buses in LA Fashion District**

We attended a meeting on Wednesday, April 11, 2012 where officials from the Metropolitan Transit Authority (MTA) and the LA Department of Transportation (LADOT) reviewed their plans to discontinue Routes 40 and 740 bus service in downtown starting June 24, 2012. The 40 and 740 will be rerouted to connect with the Expo Line outside of downtown.

LADOT announced that new DASH buses are rolling out that are larger and quieter than the current vehicles. The new buses are already servicing Route E that runs through the LA Fashion District and is LADOT's most popular route.

**LADOT Launches Express Park**

LADOT launched its Park Express program on Monday, May 21, 2012. The program allows for demand-based parking rates in the more congested areas of downtown and extended parking hours in areas with low demand. As part of the new program, the "Parker" mobile phone application will allow patrons to pay their parking meter via their cell phones, as well as find the nearest available parking spaces and rates. A \$200 million Federal grant was used to fund the program.

The project area is bounded by the 10 & 110 Freeways, Alameda Street and Adams Boulevard. Within this area, 6,000 on-street metered spaces and 7500 off-street public parking spaces in City operated facilities (Pershing Square, Convention Center, Civic Center and El Pueblo) will be utilized. At this time, real time availability will apply to street parking only. The new program will be unrolled over a 12-month period. A new set of changes will be introduced on the first Friday of every Month. The first set of changes will take place on June 4 and will include rate changes in select areas and extended times for metered parking, until 8 p.m. instead of 6 p.m. One rate will apply all day long for the given area until demand-based rates are put in effect. For example, if parking is full more than half a day in the given area, rates will increase for the entire area until the demand-based rates are put into effect.

Meters will reflect changes immediately, but the new rates will not go into effect until all of the physical signage has been updated in the area. Until then, warning flyers will be given to vehicles parked in the area. Mobile parking app will not initially incorporate temporary parking restrictions, such as filming. This will be incorporated shortly after, as the project moves forward.

Kent Smith attended the Metropolitan Transit Authority (MTA) Advisory Board meeting for a discussion on the proposed LA Park Express Program. Smith and members of an advisory board comprised of downtown BIDs expressed several concerns including disabled parking placard abuse, all day parking by Cushman cart food trucks, and filming. Los Angeles is developing ExpressPark in partnership with Caltrans and the Los Angeles County Metropolitan Transportation Authority.

#### **Downtown LA Streetcar Project**

On May 24, 2012 representatives of LA Streetcar Inc. (LASI) met with Fashion District stakeholders to discuss the proposed Community Facilities District (CFD) that will distribute an assessment to all property owners within a three block radius of the proposed route. We estimate that these properties represent 24% of the total Fashion District BID assessment.

The assessment will pay for approximately 50% (62.5 million) of the project's \$125 million construction costs, with the remaining project costs to be funded by a blend of public money. The assessment revenue stream will be converted into municipal bonds that will be repaid over 30 years and have a built-in repayment delay of 2 years after bond issuance. No assessment will be used to pay operating costs. No assessment will be levied on any property owner until all project funding is secured. Stakeholders expressed concerns about the voting procedure and benefit to properties.

A follow up meeting took place on June 26, 2012. Board Members heard public comments on the proposed LA Streetcar project and the Community Facilities District (CFD) that will levy assessments on private property to pay for the construction of the streetcar for a period of 30 years should it be approved by registered voters. A revised assessment map was distributed. A report regarding the CFD from the city's Chief Administrative Officer (CAO) that was presented to the City Council's Budget and Finance Committee on June 25, 2012 was emailed to Board Members before today's Special Board meeting. Board Members considered the options and agreed to take no position on the LA Streetcar Project.

The Downtown L.A. Streetcar will be a 3.79-mile streetcar system running 7-days a week, 18 hours a day to serve the Financial District, Fashion District, Historic Core and Historic Broadway, South Park, L.A. Live and the Los Angeles Convention Center. The locally preferred alternative route is shown on the attached map. The Downtown L.A. Streetcar, like modern streetcars constructed in many other cities- including Portland, Atlanta, Seattle, Tucson and others – is a public/private partnership with transit and economic development benefits.

#### **Fall II/Holiday 2012 Fashion Market**

The California Market Center (CMC) presented thousands of Fall II/Holiday 2012 collections to buyers, Monday-Thursday, June 11 – 14, 2012, for Los Angeles Fashion Market, also open on Sunday, June 10 for Preview. Resources were featured throughout hundreds of the CMC's showrooms, in addition to the recently expanded GIFT & HOME Showcase, and special exhibit areas, including SELECT Contemporary Tradeshow, TRANSIT LA Shoe Show, and FOCUS Apparel & Accessories Show. To round out the Market experience, buyers and industry guests were invited to attend various special events, including a Fashion Show and Opening Night Reception, as well as a Trend Seminar, Retail Seminar, and a variety of additional perks featured throughout the building each day.

#### **Proposed 2012 Third Quarter Administration/Advocacy/Economic Development Activities**

- Continue to advocate for the Fashion District BID.
- Lead development of the Overlay Zone to Legitimize Outdoor Display.
- Develop and conduct Business Survey
- Prepare for BID Renewal.

## **IMAGE AND COMMUNICATIONS**

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

**BIDLINES Spring/Summer 2012 edition** was mailed to all property owners and distributed to all merchants in the LA Fashion District. *A copy is included as Attachment 5.*

### **Map Guide**

We are developing a new map guide for printing and distribution to hotel concierge desks and chambers of commerce.

### **Fashion District BID Looks to Maximize Social Media Marketing Efforts**

On Thursday, June 21, 2012 Fashion District BID Public Information Coordinator, Ariana Gomez attended The Social Media Marketing Conference, a seminar dedicated to learning how to optimize social media marketing efforts. As our social media continues to grow, we want to be prepared to tackle bigger projects and continue managing our social media channels as best benefits the district. We look forward to putting our new tactics and strategies into practice!

### **Fashion District Launches New Social Media Tools**

We've launched two new social media platforms for the Fashion District, Instagram and Pinterest. Instagram, launched in February 2012, is a free third-party, photo sharing application for iPhone and Android. Instagram allows users to take photos with their mobile devices and apply various artistic filters. The photos can then be shared with other Instagram users or via other social media channels, such as Facebook and Twitter. Pinterest, launched in April 2012, is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections. Like Instagram, users can share their photos with other Pinterest users or through other social media channels.

We've launched these programs in an effort to reach new audiences and expand the Fashion District's social media reach. We will be able to tap into a whole new audience segment. We also find that for our district, being able to show what our businesses have to offer via photographs draws much more attention than simply stating what products and services are available. Both Instagram and Pinterest will allow for quicker photo upload and sharing on our Facebook and Twitter accounts. Photo sharing social media sites are quickly gaining momentum and we want the Fashion District's communication efforts to stay ahead of the curve.



**Follow us on Instagram  
@LAFashionDistrict**

**FOLLOW ME ON *Pinterest***

**[pinterest.com/lafashiondist](http://pinterest.com/lafashiondist)**

## **PUBLICITY**

### **National TV Shows Filming in Santee Alley**

The LA Fashion District BID has been working with production companies filming two national TV shows in the Santee Alley. "My Shopping Addiction", which will air in the Fall on Oxygen, shot an episode on Santee Street and in Santee Alley on Wednesday, May 16. The show follows cast members around as they deal with their "shopping addictions."

HGTV's "The White Room Challenge" will return to film another episode in the Fashion District, this time in Santee Alley on Wednesday, May 13. In the show, interior designers compete to decorate empty, white rooms. For this episode, contestants will only be able to use items purchased in Santee Alley. The White Room Challenge previously filmed an episode in the California Flower Mall.

We are excited to see the shows air and bring national media attention to Fashion District and Santee Alley

**LA Fashion District Blog Gains Media Attention**

The LA Fashion District blog has gained considerable attention from local media over the past few months. Sites like Racked LA have been linking to our blog stories on our site. The latest story to be featured on Racked was a post we did on Unique LA's 4<sup>th</sup> Annual Spring Show at the California Market Center. This is the 10<sup>th</sup> time Racked LA has linked to one of our blog stories in the past 3 months.

This marks an important milestone in our social media outreach as it indicates that the media is regularly checking out blog and looking for information on our district. Not only does this allow us to reach a much greater audience, but we also benefit from having local opinion leaders recommend readers to our blog and help create more interest in our district.

Read our blog at [www.fashiondistrict.org/blog](http://www.fashiondistrict.org/blog).

**Mother's Day in the Flower District**

The Flower District extended its hours for Mother's Day week beginning Monday, May 7 and continued to stay open late until Mother's Day. The California Flower Mall was open 24 hours from Saturday, May 12, 4:30 a.m. until Sunday, May 13 at 7 p.m. Mother's Day attracts more flower shoppers to the area than any other holiday. As always, the press was well represented with scores of print and television reporters.

**Unique LA Event**

Unique LA returned to the Fashion District with their 4<sup>th</sup> Annual Spring Show on Saturday, May 12 – Sunday, May 13. It is the largest independent design show in the country with over 325 designers and artists selling and promoting "made in America" products. The event was held at the California market Center. 10% of all ticket sales went to CicLAvia.

**Manufacturer's Charity Clothing Sale Returns to the Fashion District**

The Manufacturers Charity Clothing Sale returned to the Fashion District, May 18 -19 on the mezzanine of the Cooper Design Space. The sale is sponsored by the Fashion Industries Guild of Cedars-Sinai Medical Center and all proceeds benefit the Pediatric Department at Cedars-Sinai Medical Center. The Fashion Industries Guild has been raising money for Cedars-Sinai for 56 years.

**Santee Alley a Destination Says the Washington Post**

Santee Alley is on the must visit list says The Washington Post for people visiting LA for the BET Awards! Visit The Washington Post website by entering this address on your browser:

[http://www.washingtonpost.com/blogs/therootdc/post/bet-awards-2012-your-guide/2012/06/22/gJQAs8LbvV\\_blog.html](http://www.washingtonpost.com/blogs/therootdc/post/bet-awards-2012-your-guide/2012/06/22/gJQAs8LbvV_blog.html)

### Website Activity

Social Media activity records are being tracked from January 2011. We added Instagram and Pinterest to our social media tools and will track those visits starting February, 2012. Instagram allows us to post photos of the LA Fashion District that visitors can Like and Share. Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections. Like Instagram, users can share their photos with other Pinterest users or through other social media channels.

2012 Second Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity
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<u>Website Hits</u>	<b>2012</b>	<b>2011</b>
April	1,510,537	540,000
May	1,385,305	497,000
June	1,244,080	512,000
<b>Totals</b>	<b>4,139,922</b>	<b>1,549,000</b>
<u>Website Visitors</u>	<b>2012</b>	<b>2011</b>
April	55,646	22,300
May	51,379	19,700
June	46,205	20,700
<b>Totals</b>	<b>153,230</b>	<b>62,700</b>
<u>Media Impressions</u>	<b>2012</b>	<b>2011</b>
April	25,427,683	21,123,000
May	26,454,667	14,411,000
June	24,596,123	16,605,000
<b>Totals</b>	<b>76,478,473</b>	<b>52,139,000</b>
<u>Free Advertising Dollars</u>		
<u>Leveraged</u>	<b>2012</b>	<b>2011</b>
April	\$143,559	\$137,000
May	\$100,766	\$115,000
June	\$193,301	\$129,000
<b>Totals</b>	<b>\$437,626</b>	<b>\$381,000</b>
<u>Social Media</u>	<b>2012</b>	<b>2011</b>
<b>Facebook</b>		
o New Likes	2,560	1,140
<b>Twitter</b>		
o New Followers	376	338
<b>Blog</b>		
o Page Views	19,472	4,978
<b>Instagram</b> (launched Feb.)	497	*
<b>Pinterest</b> (launched April)	153	*

\*not implemented until 2012.

### Proposed 2012 Third Quarter Image & Communications Activities

- Continue to refine social media features
- Publish Summer-Fall 2012 Newsletter



## **SPECIAL PROJECTS**

### **LADWP Grant Application**

Each year the LA Department of Water and Power, Economic Development Division, awards grant funding to Business Improvement Districts with the goal of assisting BIDs in their community work. The LA Fashion District has received over \$15,000 over the last 6 years for program enhancement for the website, trash can liner purchases, trash can signs and more. This year we submitted another application and received grant funding that will be applied to social media, website, and trash can liner expenses.

### **Parking App**

The free Smartphone apps are nearly ready for final review. The primary app feature is parking assistance to locate the nearly 100 parking lots in the district including surface, roof top, underground and public lots. Some of the other features include a locator for finding your car, link to the Fashion District website, finding businesses within a defined radius of a viewer's location, and Google maps to businesses in the district. We are preparing launch communications.

### **Proposed 2012 Third Quarter Image & Communications Activities**

- Continue to work toward launch of Parking Apps.
- Advance design work on Streetscape 2 project for Los Angeles Street.

## **ATTACHMENTS**

**1        1<sup>st</sup> Quarter Financial Summary**-attached.

**2        Vendor Crackdowns in Style at the Fashion District**

*This story was published by LA Downtown News on Monday, May 7, 2012.*

On most days in the Fashion District, shoppers throng the area looking for deals on clothes, accessories and even pirated goods. They visit stores and peruse merchandise set up on stands on the sidewalks of the 100-block area.

A couple of months ago, however, Daniel Cua had an unexpected encounter. After the employee of Vanessa Accessories set up a display of cell phone gear outside the store on 11th Street, he got a citation from a police officer.

Although it is technically illegal to display commercial goods on a sidewalk, Cua said he was shocked by the misdemeanor citation. After all, he and others said, the LAPD and other city officials have long tolerated the practice.

"We thought we were doing everything within the boundaries," said Cua, who added that his ticket has been temporarily suspended. "I didn't think we were doing anything wrong."

Cua is not the only one to be surprised. About two months ago the LAPD cracked down on outdoor displays in the area during a daylong sweep. Officers dispensed more than a dozen citations and several individuals who lacked proper identification were arrested.

Although LAPD brass say it was a one-day action, some vendors say the heavy enforcement has continued, and Central Area Capt. Horace Frank concedes that some officers may have written additional tickets. The situation has some civic and business leaders worried about the future of the Fashion District, where a certain Wild West mentality is part of the charm.

Kent Smith, executive director of the Fashion District Business Improvement District, said that while in the past some shop owners have been cited for displaying merchandise outside their stores, this may be the first time the LAPD has specifically targeted outdoor displays. He is among those who have pushed for a change in the practice, and he may soon see it.

Last month, Ninth District Councilwoman Jan Perry introduced a motion that would establish an "overlay zone" that would legalize the display of outdoor merchandise within the Fashion District. It also asks the LAPD to suspend citations until the city comes up with a plan to modify the law for the area.

“This overlay zone will legislatively allow those aspects of the community that are so unique to pulling in customers to continue,” Perry said.

The unusually blunt motion highlights the effects of the strict enforcement in the district, which is roughly bounded by Main, Stanford and Sixth streets and the 10 Freeway. It points out that the aggressive LAPD activity is having financial repercussions.

“The most recent enforcement activity in the Fashion District has created uncertainty, fostered a negative effect on economic activity, and damaged the unique character of the area,” the motion reads.

Perry said that while the street-display atmosphere is not right for every part of the city, it is so ingrained in the Fashion District that many property owners have provisions in their leases allowing tenants to display their wares on the sidewalk as long as they do so within a certain distance of the property line.

“This was an implicit agreement not only between the landlord and the tenant, but also the LAPD, which over the years has been aware of that and has worked with people in the Fashion District to allow this to continue,” Perry said.

### **Change in Practice**

According to Perry’s office, the crackdown coincided with a change in LAPD leadership in the area.

Frank, who assumed his current post in November, said that his officers have stopped issuing citations until the matter is ironed out with Perry’s office and the business owners. However, he noted that no official policy allows for the outdoor display of commercial goods and that the department plans to resume writing tickets.

“It may have been an understanding between a particular senior lead officer who was there in the past and the store owners, but is it an LAPD policy? No,” Frank said.

He said a senior lead officer in the past had yellow lines drawn around a few stores as a marker for how far outdoor displays could go, but that was not a legal maneuver. He maintains that the citations shouldn’t surprise anyone, and that the main reason for the crackdown is safety.

“We have had significant crime increases in that area that can clearly be linked to these illegal sales of stuff on the sidewalk,” he said.

He said part of the problem is that some storeowners rent space in front of their shops to sidewalk vendors. These vendors are in turn easy targets for gangs who extort money from them, Frank said. Additionally, he noted, outdoor displays are targets for thieves who grab merchandise and run.

Eduardo Campi, a longtime Fashion District businessman who owns a restaurant and several retail businesses in the area, agrees that illegal sidewalk vendors should not be tolerated. However, he said it is crucial for store owners to display their merchandise.

“The livelihood of this area depends on the displays outside,” he said. “This is what attracts people here. It gives color and character to the area. You take that away and the Fashion District goes away.”

The effort to establish the overlay zone is in the early stage. The city Planning Department is working on a feasibility study for the proposal.

Perry hopes to have new rules in place by the summer. Frank said if a new law is adopted for the area, his officers will enforce it.

### **3 Sidewalks, Sales and the Fashion District**

*This editorial appeared in the LA Downtown News.*

DOWNTOWN LOS ANGELES - The Fashion District is a unique neighborhood. Although it’s not quite the Wild West, it is a community where rules that apply in other areas are not taken quite so literally or enforced so stringently. It has been this way for decades, and the tolerant atmosphere usually works out for most people. It insures that street-level economic activity in the area remains brisk. People from across Los Angeles stream into the district in search of deals, hitting the small shops and

the stands on Santee Alley. Even if city officials and the private sector are purportedly against the selling of knockoff and counterfeit merchandise, it continues here unabated (more on that below).

This culture of acceptance is why a motion authored last month by Ninth District City Councilwoman Jan Perry is so interesting. It calls for establishing a special area, known as an “overlay zone,” in which merchants would be able to legally showcase some of their goods on the sidewalks in front of their shops.

This practice has been going on for years. However, it is not legal — city law does not allow using public sidewalks for the sale of private goods. Thus, in recent months, a batch of shop owners has been getting tickets. That was surprising and, to many, a radical shift in the way business is done. Perry’s motion also asked the LAPD to stop handing out citations until the matter can be addressed inside City Hall.

While the crackdown on sidewalk selling angered some in the community, one can’t fault the LAPD officers and command staff who patrol and oversee the area. When *Los Angeles Downtown News* wrote about the crackdown this month, Central Area Capt. Horace Frank pointed to concerns including shop owners who rent space in front of their stores to illegal merchants who in turn are extorted by street gangs.

This hints at the divide between what people see and what occurs behind the scenes in the community. Fashion District visitors like and expect the free-flowing atmosphere, but no one wants a situation where those trying to make a living are “taxed” by street gangs and lose goods to people who snatch merchandise and run. Those engaged in illegal sales are often hesitant to go to the police for help, allowing the gangs to operate with impunity.

Perry’s proposal to create an overlay zone, and to ask for a temporary hold on dispensing tickets, is an appropriate step. It makes sense to sanction something that is part of the flavor and character of the neighborhood if it can be done safely and effectively. People who come to the Fashion District to shop don’t expect the same kind of atmosphere they would find on Melrose or on Vermont Avenue. They expect something that is grittier, more urban and more international. They usually don’t mind having to navigate around sidewalk tables.

Formalizing where one can and cannot sell on sidewalks could have other regulatory benefits. The City Planning Department is studying the issue as part of the process of establishing the overlay zone. Hopefully this will lead to recommendations on if shop owners can only use the sidewalk themselves, or whether space in front of stores can be rented out. Any legislation should spell out what can be hawked — does it have to be related to what is sold inside the shop, or can the goods be completely independent? Can a clothing store rent to a lemonade stand, for instance? Additionally, the legalese should clearly identify who will have to answer if the gear being peddled is illegal. Shop owners should not be allowed to claim ignorance if people are selling fake goods on their property.

That brings up a related issue: The overlay zone could also be used to put some teeth into the prohibitions against the selling of counterfeit goods or copyrighted material. While this prevalent practice may attract some shoppers to the Fashion District, it’s completely unacceptable. It’s straight-up theft of intellectual property, whether it applies to jeans or movies. Legitimate businesses see their brand besmirched. Buyers usually end up with something low in quality and, when it comes to DVDs, they are often unwatchable. The city loses out on sales tax revenue.

Those are side issues, however. Right now it makes sense to understand that the Fashion District is a special community and that some things really are different here than in the rest of Los Angeles. Move forward on the overlay zone and declare what can and cannot be sold and where it can take place. Then empower the LAPD to enforce the new law. This all needs to happen quickly. We don’t want to be rehashing this a year from now as so often happens in City Hall.

#### **4 Citibank/LA Fashion District Press Release**

##### **LA Fashion District BID to Participate in Citibank’s “Capital Connections” Program to Help Create Jobs and Aid Small Businesses in the District**

*LA Fashion District BID partners with Citi Community Development and California Downtown Association to expand access to financial support for small businesses.*

LOS ANGELES May 22, 2012 – Today the LA Fashion District Business Improvement District (BID) announced its partnership with Citi Community Development (CCD) and the California Downtown Association (CDA) for the launch of Capital Connections, a new initiative to promote economic development by increasing access to financing for small businesses with gross revenue of \$1 million or less.

The Fashion District will work with the Valley Economic Development Corporation (VEDC), a California-based Community Development Financial Institution (CDFI) focused on small business lending, to facilitate access to technical assistance and capital traditionally unavailable to small businesses.

“A partnership between the Fashion District, Citi Community Development, the California Downtown Association and the Valley Economic Development Corporation allows us to bring a variety of financing programs and services to the attention of our 3,000 businesses,” said Kent Smith, Executive Director LA Fashion District BID. “It’s an excellent opportunity for Fashion District businesses.”

The Capital Connections program aims to create or help retain 250-300 jobs in California. The LA Fashion District BID will work in conjunction with the CDA and Citi to implement the program by conducting marketing, training and outreach to connect Fashion District businesses with CDFIs which can provide needed financing.

“Capital Connections makes the critical link between small businesses and the strategic advisory services and capital they need to grow,” said Bob Annibale, Citi’s Global Director for Community Development and Microfinance. “The California Downtown Association and its member Business Improvement Districts are building an innovative model that we think can be replicated in cities across the U.S.”

The Fashion District will be one of four BIDs in California to participate in the Capital Connection program. Participating BIDs include the Fresno, Long Beach, and Sacramento BIDs. Citi and CDA hope to develop a model of the Capital Connections program that can be replicated across California.

“At Citi, we share Capital Connections’ commitment to supporting small businesses and providing them with the resources they need to grow and succeed,” said Rebecca Macieira-Kaufmann, President of Citibank California. “By working with Business Development Districts, this innovative program will help drive permanent job creation and retention in low- and moderate-income areas.”

#### **About the California Downtown Association**

California Downtown Association (CDA) is the state leader and champion for the revitalization of downtowns and commercial business districts. CDA represents thousands of diversified businesses and residents throughout California within our network of downtown associations, cities, chambers of commerce, business districts, supportive vendors and consultants. Its main goal is to exchange information pertinent to business districts and to formulate solutions to mutually shared problems. The organization's membership consists primarily of Business Improvement Districts funded by businesses and property owners to provide “special benefit” to the businesses in the districts. These organizations have unique access to small businesses – more than a chamber, city, county or other groups. CDA also successfully advocates on behalf of small business owners to the State Legislature for statewide business improvement programs and funding. For more information, visit CDA at [www.californiadowntown.com/](http://www.californiadowntown.com/).

#### **About Citi Community Development**

Citi Community Development (CCD) is leading Citi’s commitment to achieve economic empowerment and growth for underserved individuals, families and communities by expanding access to financial products and services, and building sustainable business solutions and innovative partnerships. Our focus areas include: commercial and philanthropic funding; innovative financial products and services; and collaborations with institutions that expand access to financial products and services for low-income and underserved communities. For more information, visit [www.citicommunitydevelopment.com](http://www.citicommunitydevelopment.com).

**5 BIDLINES newsletter Spring/Summer 2012 – attached.**



## LA Fashion District Business Improvement District

### 2012 Activity Reports

#### Third Quarter

## TABLE OF CONTENTS

### **I Third Quarter Activities**

#### **Finance**

#### **Public Space Management Activity**

- Public Space Safety Programs
- Proposed 2012 Fourth Quarter Activities
- Public Space Maintenance Programs
- Proposed 2012 Fourth Quarter Activities

#### **Administration and Advocacy**

- Administration
- Advocacy Programs
- Proposed 2012 Fourth Quarter Activities

#### **Image, Communications and Special Projects**

- Image & Communications Programs
- Proposed 2012 Fourth Quarter Activities
- Special Projects Programs
- Proposed 2012 Fourth Quarter Activities

### **II Attachments**

- 1 3<sup>rd</sup> Quarter Financial Summary-to be forwarded upon approval
- 2 Downtown Cops and AB 109 from LA Downtown News – September 17, 2012
- 3 BIDLINES newsletter: 2012 Summer / Fall edition

## **2012 OPERATING BUDGET SUMMARY**

The third quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2012 Fashion District BID is \$4,225,000.

## **FINANCE**

### **2011 Tax Returns**

On July 19, 2012 the Finance Committee reviewed and recommended Board approval of the 2011 Tax Returns.

### **Proposed 2012 Fourth Quarter Finance Activities**

- Prepare 2013 Budget
- Prepare for BID Renewal

## **PUBLIC SPACE MANAGEMENT ACTIVITIES**

<b>2012 Annual Budget</b>	<b>\$2,661,300</b>	<b>63% of the budget</b>
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This portion of the budget is allocated to all Clean & Safe Program Services.

## **PUBLIC SPACE SAFETY PROGRAMS**

### **Third Quarter Contact Summary**

BID Safe Team officers conducted 4,928 **Citizen Assist** events during the 2012 3<sup>rd</sup> Quarter compared to 4,363 conducted in the 2011 3<sup>rd</sup> Quarter.

BID records show 898 **Unlawful Lodging** incidents during the 3<sup>rd</sup> Quarter 2012 compared to 109 incidents recorded during the same period in 2011.

**Disorderly Conduct** saw a decrease in activity with 1,384 total incidents recorded compared to 1,663 incidents recorded in the 2011 Third Quarter. However **Trespassing** incidents doubled from 221/3<sup>rd</sup> Quarter 2011 to 431 incidents 3<sup>rd</sup> Quarter 2012 and **Drinking in Public** incidents also decreased. **Blocking Sidewalks** incidents decreased significantly during the 2012 3<sup>rd</sup> Quarter from 242 in 2011 to 55 in 2012.

**Location Checks for Crime Prevention** with 12,907 individual location checks recorded during the 2012 Third Quarter.

**Illegal Vending** total incidents decreased from 1,087 to 637 in the 2012-2011 3<sup>rd</sup> Quarter comparison.

### **Chrysalis and Universal Protection Services to Provide BID Clean and Safe Services**

On July 10, 2012 the Operations Committee met to hear presentations from contractors that had been selected based on qualifications and rates. The Operations Committee recommended hiring Chrysalis to provide maintenance services and Universal Protection Service (UPS) for safety services.

On July 19, 2012 the Board of Directors discussed the issues at length and voted unanimously to hire Chrysalis to provide maintenance services and Universal Protection Service to provide safety services for the LA Fashion District Business Improvement District.

UPS started work in the district on September 5, 2012. Chrysalis started service delivery on September 10, 2012.

On September 5, 2012 at the Board of Directors meeting BID Executive Kent Smith provided a report on the Clean Team RFP, the bid process, and the selection process that granted the new contract to Chrysalis Enterprises. Chrysalis is contracted with 14 other Business Improvement Districts and submitted the best proposal to the LA Fashion District BID from a field of five competitors including the current contractor Facilities Support Services (FSS).

### **Safe Team Transition**

The new contractor Universal Protection Services (UPS) assumed duties on September 5, 2012. The BID lost 7 employees of 23. UPS was 75% staffed by the end of September 2012.

### **BID Hires District Field Supervisor**

A former FSS employee was hired as the BID's District Field Supervisor. This is a new hire and new position approved unanimously by the Board of Directors at the Board meeting on September 5, 2012.

Most other BID's employee a field supervisor to represent the interests of the BID. Elmer Pacheco is actually a familiar face in the district having served as the Clean Team Supervisor since 1996.

Elmer's excellent customer service skills, reliability and extensive knowledge of the LA Fashion District are critical to our success in delivering BID service programs. He will be out in the district daily to investigate/solve problems, liaison with LAPD and Street Services, serve as fleet manager, prepare the district for special events, lead emergency response efforts for events such as fallen or broken trees and flooding.

This new hire was approved unanimously by the Board of Directors on September 5, 2012.

### **BIDs and LAPD Central Division Meet to Reinforce Partnerships**

On July 5, 2012 Captain Horace Frank invited management staff members from several Business Improvement Districts (BIDs) to meet with officers of the Los Angeles Police Department (LAPD) Central Division offices to talk about BID services and partnerships. LA Fashion District BID Executive Director Kent Smith and Operations Director Randall Tampa attended along with more than 30 staff members from several downtown BIDs to explain BID services. Randall Tampa spoke about how the LA Fashion District Clean Team has partnered with the Skid Row community, and the LAPD during this past month's street clean-up efforts. Several LAPD sergeants commended the LA Fashion Safe Teams that have responded and assisted the LAPD on incidents where streets and/or locations need to be secured or blocked off during investigations.

Captain Frank reiterated that the BIDs are invaluable assets and partners in Central Division. The meeting allowed the BIDs to develop a stronger more positive rapport with the staff running the division – especially



with those supervisors working the evening and morning shifts. BID staffs also provided direct contact information so that LAPD can call for assistance 24 hours a day.

#### **Welcome Senior Lead Officer Jamilah Jones-Linton**

Officer Linton is the new Central Division Senior Lead Officer in the LA Fashion District. She joined the Los Angeles Police Department in 2004. Officer Linton was first introduced to Central Division approximately 5 years ago when she was assigned to the Safer Cities Initiative Task Force that is primarily focused on patrolling the Skid Row area.

We talked with Officer Linton about her assignment in the District...

*Q: What makes working the Fashion District interesting to you?*

A: Central Division in and of itself is very unique where one might have quite different experiences from one part of the division to another. The Fashion District is extremely busy and I like busy. It is frequented by visitors from local and afar.

*Q: What will be your focus in the district?*

A: The focus will always be crime reduction and prevention in the area. Another area of focus will be the ongoing issue of illegal vendors (sidewalk sales). Another focal point has a lot to do with our businesses in the area who for so long have been accustomed to displaying items for sale upon the public sidewalk. This issue, I will continue to work on.  
Education is also important; when the community is well informed, changes, though unwanted will be more easily accepted.

#### **LAPD Enforcement Update**

During the week of July 23<sup>rd</sup> the LAPD Vending Task Force comprised of Officer's Silvia Padilla and Al Flores have made five arrests in the Fashion District. These arrests were for illegal sidewalk vending by mobile vendors. No merchants were cited. LAPD says the enforcement in the Fashion District will continue.

#### **BID Invited to Participate in Documentary on Graffiti Enforcement in LA County**

*Viable Productions* has invited the LA Fashion District BID to participate in a special documentary about the negative impact of graffiti. The producer has been working with LAPD to understand graffiti enforcement and abatement in LA County. The goal of this program is to portray the true costs incurred as a direct result of graffiti vandalism and to highlight the men and woman of the LASD and surrounding county police departments in their ongoing efforts to stem graffiti and arrest graffiti vandals. Figures countrywide place the actual dollar value of graffiti vandalism at between 18-22 billion dollars a year. Incredibly, this figure does not include the costs to the social fabric of neighborhoods in terms of lowered property values, decreasing tax basis and business' leaving or closing.

The BID plans to be a part of this documentary and allow access to film and interview staff who work with us to alleviate graffiti. Owners and merchants were invited to participate.

#### **Safe Team Assists with Hit and Run**

On July 5, 2012 Safe Team officers were on the scene of a Hit & Run traffic accident where a vehicle drove into a building at 11<sup>th</sup> and Maple. All occupants fled from the location leaving the vehicle at the scene. There were

no injuries to witnesses however the building was damaged. BID Safe Team Officers contacted LAPD who took a police report and impounded the vehicle. Owners and merchants were asked to report information about this incident.

#### **LAPD Central Station Clean-Up**

On July 1, 2012, LA Fashion District launched a major clean-up effort in front of the Los Angeles Police Department's Central Division at 6<sup>th</sup> and Maple. BID maintenance personnel removed almost a ton of trash out of the planter boxes in front of the station – this included drug paraphernalia and a considerable amount of human excrement. All weeds were removed and shrubs were trimmed to give LAPD officers better visibility as to who is inhabiting those spaces around the station. The perimeter of the station was also pressure washed and sanitized.

Captain Frank thanked the BID for the great partnership we have all worked hard to build over the years.

#### **Downtown Cops and AB 109**

*Editorial from the Downtown News – September 19, 2012*

DOWNTOWN LOS ANGELES - The crime reports in Downtown Los Angeles for the current year are disconcerting: Serious crime is up 15% and violent incidents are 18% above the level they were at the same time in 2011. While the streets may not feel different to most people, this matter requires close attention.

Fortunately this is being monitored by the LAPD, and earlier this year the department sent an additional 50 police officers from other divisions to patrol Downtown. However, there may be no quick fix — AB 109, the controversial prison “realignment” plan that went into effect in late 2011, is resulting in more criminals coming to the community. The editorial is included as Attachment 2.

#### **Proposed 2012 Fourth Quarter Public Safety Activities**

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.
- Prepare for BID Renewal.

#### **PUBLIC SPACE MAINTENANCE PROGRAMS**

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

#### **Graffiti Removal**

2012 third quarter graffiti removal records show a decrease compared to 2011.

<u>Graffiti Removal – 3<sup>rd</sup> Quarter</u>	<b>2012</b>	2011
July	606	489
August	538	640
September	225	648
Total	1369	1772

### **Trash Tonnage**

There is a slight increase in trash tonnage over last year's records. 45,680 **Trash Bags** were used during the third quarter.

<u>Trash Tonnage– 3<sup>rd</sup> Quarter</u>	<b>2012</b>	2011
July	162	163
August	165	164
September	151	153
Totals	478	480

### **Sidewalk Cleaning**

3,435,373 square feet of district sidewalks were cleaned during the third quarter with sidewalk scrubbing and pressure washing.

### **Proposed 2012 Fourth Quarter Public Maintenance Activities**

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for BID Renewal.

### **ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY**

**2012 Annual Budget**

**\$646,600**

**16% of the Overall Budget**

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

### **ADMINISTRATION PROGRAMS**

### **GOVERNANCE**

#### **BID Renewal**

The current Business Improve District (BID) services will end on December 31, 2013. The Board of Directors approved the proposed District Management Plan by unanimous vote on April 26, 2012. The plan was submitted to the City Clerk for approval. It is now in the third revision as of the end of August. Once the plan is approved the petition drive will begin. The original goal was to kick off the petition drive at the September Board of Directors meeting. We will continue to work through review and revision with the City Clerk's office to finalize the management plan.

Once approved, the plan will proceed to City Council for final approval. After that vote the BID will begin the Petition vote, Ballot vote, public hearings, and final City Council vote before the end of the current BID services on December 31, 2013.

### **Annual Election of Members to the BID Board of Directors**

In August all qualified property owners within the boundaries of the LA Fashion District Business Improvement District (BID) received a mailed invitation to become a candidate in this year's election to seat 5 Members to the Board of Directors. In November, all eligible property owners, or their representative, will be asked to vote for their candidates by a mail-in ballot.

All candidates must be a property owner or their representative in good standing with all assessments paid in full by the Board approved record date of September 15, 2012. All terms will commence on January 1, 2013. The deadline file candidacy declaration forms was Monday, September 10, 2012 at 5:00 pm.

Five seats are available and six candidates volunteered and are qualified to serve. According to the BID Bylaws ballots must be mailed, regardless of the cost to prepare and mail the ballots, and votes cast to allow for write-in candidates. Ballots will be mailed on November 1. Results will be announced at the Board meeting on December 13th.

### **ADVOCACY**

#### **Meeting with State Senate Representative**

On August 7, 2012, BID staff met with Lauren Pizer Mains, from the office of California Senator Curren D. Price, Jr., 26<sup>th</sup> District. We provided a summary of important state/city level issues that impact the LA Fashion District including the City's proposed mural ordinance, SB1185 that addresses the underground economy, SB1186 that addresses legislation to stop the out-of-control problem of abusive Americans with Disability Act (ADA) lawsuits against small businesses in California, and the need for airport facilities that can handle flower transportation. We requested Lauren's assistance with encouraging CalTrans to vote yes on petitions and ballots to approve the BID renewal.

#### **Mural Ordinance**

Council District 14 is leading the way to codify murals of a specific size and non-advertising in content. Central City Association is in favor of prohibiting all murals however the LA Fashion District staff favors allowing murals in downtown as they often improve the visual environment for residents and businesses and they are important economic development tools.

Increased tourism is just one example. The link between "street art" and fashion is another. There is a role for community input on murals but art is always going to be provocative and a challenge to current opinions.

BID Executive Director Kent Smith attended a CCA Housing, Land Use & Development Committee to hear a presentation from the city's Planning and Building & Safety Departments about the recently proposed Mural Ordinance. The ordinance establishes a permitting system for existing and new original art murals across the city. Since 2002, murals have been uniformly banned under the same moratorium that prohibited supergraphics. Under the proposed ordinance, murals placed on the exterior walls of private property with the approval of the property owner: would require a permit; could be up to 100 feet tall; must be in-place for at least two years; and could be placed on any building in the city, except residential buildings with fewer than five units. We will track progress of this controversial ordinance.

### **SB1176 Passage Will Curb ADA Lawsuit Abuse**

We are pleased to announce that Governor Brown signed the ADA reform measure, [SB 1186](#) (Steinberg/Dutton) which will curb lawsuit abuse regarding the Americans With Disabilities Act (ADA) while promoting increased compliance with disabled accessibility building codes.

This is the culmination of a multi-year, bipartisan effort, that included leadership from state level elected officials Senate pro Tem Darrell Steinberg (D-Sacramento) and Senator Bob Dutton (R-Rancho Cucamonga), with federal support coming from Senator Dianne Feinstein (D-CA).

The LA Fashion District BID Board of Directors first raised this issue last year. Kent Smith, BID Executive Director, is a Board Member at the California Downtown Association (CDA) and carried the questions to the CDA Government Relations Committee. CDA's paid lobbyist actively worked on Bill language and negotiated with the disabled community and trial lawyers to get the Bill passed.

This bill is being hailed as the most comprehensive and significant reform to California's ADA Law. It passed the Legislature by a two-thirds vote in the wee hours of August 31, 2012. Currently, California has 40 percent of the nation's ADA lawsuits but only 12 percent of the country's disabled population.

Among other things, this measure: prohibits pre-litigation "demands for money" by attorneys; puts into place new provisions to prevent "stacking" of multiple claims to increase statutory damages; reduces statutory damages and provides litigation protections for defendants who correct violations; and establishes priorities for the California Commission on Disabled Accessibility that promote and facilitate disability access compliance. Here are some more specifics on the main provisions of the bill:

- If a businesses is in a location that was completed after Jan. 1, 2008 or any business in California that has received a Certified Access Specialist (CAsp) inspection, that business will have 60 days to fix that violation and their statutory damages may be reduced from \$4,000 to \$1,000 – a 75 percent reduction.
- Small businesses with 25 or fewer employees that have not had a CAsp inspection will have 30 days to fix a violation and can see their statutory damages reduced from \$4,000 to \$2,000 – a 50 percent reduction
- SB 1186 ends "demand for money" letters from attorneys. Letters can still be sent to a business alerting them of a potential violation or infraction, but that letter can't include a "demand for money". Attorneys sending those letters will be required to also send a copy of the letter to the California State Bar, who will examine the letter to make sure it meets the requirements of the law.
- Attorneys will also be required to send a copy of letters sent to businesses to the California Commission on Disabilities (CCDA). They will be required to compile a "Top 10" list of violations to be posted on their website by July 1, 2013 and also a list of those attorneys and law firms who are filing the bulk of the lawsuits.
- SB 1186 provides an avenue for local cities and counties to expand the CAsp program in their communities, to help bring local businesses into ADA compliance and develop tools to help educate the business community in expanding ADA access.

### **CRA/LA Oversight Committee Approves Completion of Fashion District Plan**

For those not in the loop, we lost the Community Redevelopment Agency of the City of Los Angeles – CRA/LA, to the State budget earlier this year. Along with 400 other redevelopment agencies it was eliminated by the State of California on February 1, 2012.

However, the elimination of the CRA/LA did not sound the death knell for FashionYourDistrict. With the support of Fashion District stakeholders, Fashion District BID leadership, and the efforts of CRA/LA staff, we have successfully lobbied to keep the project alive. In the last few weeks we cleared the final hurdle for restarting our work when the State Department of Finance approved the Fashion District Specific Plan and Environmental Impact Report (EIR) to continue through to completion.

It's clear at this point that we will not complete the Specific Plan and EIR by the end of the year (as was our plan). The project is in the process of transitioning to the Department of City Planning – which has been heavily involved with all efforts to date. Over the next couple of months City Planning staff will assume the client role for FashionYourDistrict and guide it through to final completion.

This has been a long and arduous process. But we can finally see the light at the end of the tunnel and are thrilled that your efforts and aspirations for the future of the District will not go to waste.

On Tuesday, July 31, 2012 we met with Council District 14's new Planning Director Tanner Blackman. We worked with him to expedite the Specific Plan and proposed Overlay Zone ordinance that is being transferred to the City of Los Angeles Planning Department as a result of the demise of the Community Redevelopment Agency (CRA).

On August 16, 2012 the Oversight Board approved reinstating funding in the January 2013 Recognized Obligation Payment Schedule (ROPS) to complete the Fashion District Plan and Environmental Impact Report (EIR). The Oversight Board is responsible for approving continuation of projects that were previously administered by the former Community Redevelopment Agency/LA.

We still have a lot more steps to accomplish before final funding is approved and the project oversight is transitioned to the City Planning Department.

### **LA County Reviews Food Truck Standards**

On Monday, July 23, 2012 BID Executive Director Kent Smith and fellow BID representatives met with senior staff at the County Public Health Department to discuss the issue and the need for better responses to complaints about food trucks and public health concerns. The support we received from BID property owners and merchants was invaluable in helping us reach out to County officials. We will track and report on progress of the Vehicle Inspection Program.

The LA County Public Health Department is now drafting a General Requirement Checklist for a food truck Vehicle Inspection Program. This type of checklist has never been put in writing before now and comes as a result of letters from business improvement districts in the County opposing relaxation of food truck restroom standards.

### **Get Moving LA**

BID Executive Director Kent Smith attended a Transportation, Infrastructure & Energy Committee meeting at Central City Association for an update on the Bicycle Plan and newly designed Pedestrian Master Plan.

Michelle Mowery and Pauline Chan from the Los Angeles Department of Transportation (LADOT) provided an update on the first phase of its bicycle plan. The 200-miles of new bikeways will create bicycle-friendly streets along Olive, Grand, 2<sup>nd</sup> and 7<sup>th</sup> streets in Downtown. Once completed, the Los Angeles Bicycle Plan of 2010 is expected to add 1,680 miles of new bicycle lanes and paths throughout the city.

LADOT is also focused on pedestrian safety and mobility and LADOT's Pedestrian Program is focused on pedestrian-related capital projects that will support a safe and user-friendly system. The Pedestrian Master Plan will be responsible for prioritizing safety improvements and other pedestrian enhancements with the goal of creating an improved walking experience for everyone. LADOT representatives also discussed scramble intersections and why they work in some places and not others...like in the Fashion district. DOT now has a pedestrian expert on staff who understands these issues.

The LA Fashion District BID has worked to improve the pedestrian environment through procurement of \$4 million in grant funding from the Metropolitan Transit Authority for streetscape improvements from 7<sup>th</sup> Street to Pico Blvd. We also conducted two Walk Audits with funding from Metro.

DOT is looking for bike "corral" sites and places they can close streets, even temporarily, for pedestrians. They are open to examining 11<sup>th</sup> Street for temporary closure. Owners and merchants were asked for comments.

### **Downtown Development Code in the Works**

We attended a meeting with the Planning Department on September 19, 2012. The City of Los Angeles is moving ahead to develop a Downtown Development Code that addresses current land use rules and regulations. The objective is to streamline these regulations to make the code easier to understand and more user-friendly. We have been invited to sit on an advisory committee to help the Planning Committee understand the concerns of the business community.

The Fashion District specific plan which will recommend significant zoning and density changes in the area is a separate effort. Once these zoning changes are made the Downtown Development Code will govern planning approvals for specific projects in the district.

### **BID Executive Director Attends CALED Board Strategic Planning Session**

On September 19, 2012 Kent Smith, BID executive director, was invited to a recent meeting of the California Association for Local Economic Development (CALED) Board of Directors. Smith participated in a strategic planning session to provide local stakeholder input on CALED's priorities and work program for statewide economic development.

The CALED Board discussed what they see as the biggest issue facing economic development in California, and perspectives on what key issues could help overall economic development in California. These issues will be communicated by CALED staff to Governor Brown at a meeting in Sacramento on September 24, 2012.

Smith is currently a Board Member of the California Downtown Association (CDA) that is also focused on business development and retention. CDA is considering its role in planning for economic development statewide and sees that participating with CALED as a positive partnership for both organizations.

Since the demise of the Community Redevelopment Agency the State has been struggling to identify a substitute entity for addressing local economic development. CALED, founded in 1980, is the premier statewide professional economic development organization dedicated to advancing its members' ability to achieve excellence in delivering economic development services to their communities and business clients. CALED's membership consists of public and private organizations and individuals involved in economic development: the business of creating and retaining jobs.

## **ECONOMIC DEVELOPMENT**

### **LA Fashion District Merchants Talk Business Growth**

The LA Fashion District BID hosted a round table discussion for six district merchants and representatives from the Valley Economic Development Corporation (VEDC) on Wednesday, September 12, 2012 to talk about current needs for growing their business and overall status of businesses in the LA Fashion District. VEDC representatives will next meet with each individual merchant to focus on their priorities for growth.

The BID is offering this technical assistance to all merchants as a free service. We have partnered with Citi Community Development for the launch of Capital Connections Program. The initiative aims to promote economic development by increasing access to financing for small businesses with gross revenue of \$1 million or less. The Fashion District is also working with the Valley Economic Development Corporation (VEDC), a California-based Community Development Financial Institution (CDFI) that is focused on small business lending, to facilitate access to technical assistance and capital traditionally unavailable to small businesses.

The BID will continue reach out to businesses via social media and direct contact.

### **Downtown LA Streetcar Project Update**

The next step in the Community Facilities District (CFD) formation process took place on July 31<sup>st</sup> when City Council received public comment on the establishment of the CFD. Subsequently, the City Council approved the ordinance to start the public voting/balloting process. Registered voters will decide whether to levy a parcel assessment on property owners within approximately three blocks to pay a portion of the construction costs for the LA Streetcar. A two-thirds majority vote will be required.

### **Lines Directory**

Holiday/Resort 2012 Market Week took place August 13 – 16. With five Market Weeks every year the LA Fashion District attracts thousands of wholesale buyers from across the country to buy apparel for their stores and boutiques. The BID is helping business by updating the website at [www.fashiondistrict.org](http://www.fashiondistrict.org) with new searchable wholesale Lines Directories before each Market Week. We work in partnership with The New Mart, CMC, Cooper, Gerry, and D&A to bring wholesale buyers recent changes in showrooms and apparel lines.

The BID website also features the various areas of the district, parking information, restaurants, and other amenities on the District-Wide Searchable Directory to welcome buyers to the LA Fashion District.

Several additional showroom buildings were invited to participate in the next Lines Directory update for the upcoming Spring Market in October. The Lady Liberty Building, Academy Awards Showroom Building, and the Primrose Design Center are located near the center of the wholesale apparel district at 9<sup>th</sup>/LA Streets.

### **Skillet Downtown at Tiara Café**

“Cooked with skill and served with southern hospitality” is the motto of Skillet Downtown featuring Southern Fried Skillet a new pop-up restaurant that opened Sunday, July 23, 2012 from 4 - 10 pm at Tiara Café located in The New Mart Building, 127 E 9<sup>th</sup> Street (9<sup>th</sup> St. between Main St. and Los Angeles St.)



Southern Fried Skillet is a Pop up style pan fried chicken and biscuit dining adventure. Chef John Edmondson and Tiara Café owner Fred Eric first worked together at Vida restaurant in Los Feliz where John would use his Atlanta Georgian culinary background to serve up some of his family's recipe of pan fried chicken and biscuits. Both John and Fred would fantasize (as only chefs can do) of the day they would open a restaurant built around this super tasty combination.

Fast forward 10 years and they are putting those dreams to practice. Skillet will be serving the finest chicken and organic farmer's market produce. The duo plans to run the pop up every Sunday for the foreseeable future between 4-9 pm, with the pop up possibly expanding into other nights of the week.

#### **Picante Fusion Restaurant**

This Peruvian inspired cuisine is now featured in a new restaurant located on the second floor of a building in Santee Alley.

#### **Best of Downtown**

LA Downtown News (LADTN) readers voted for the best of everything in downtown in the 24<sup>th</sup> Annual Best of Downtown contest. Congratulations to all the winners in the LA Fashion District and downtown!

➤ **Umamicatessen is Best!**

LA Downtown News readers voted Umamicatessen serves the **Best Burger** in downtown. See what else is on the menu at [www.umami.com/umamicatessen](http://www.umami.com/umamicatessen) or better yet visit this deliciously eclectic restaurant located at 852 S Broadway.

➤ **Most Beautiful Historic Theater vote goes to The Orpheum Theatre at 842 S Broadway.** LADTN says "the 1926 vaudeville venue is a gorgeously restored event space. An there's something reassuring about seeing owner Steve Needleman both onsite and touling around Broadway in his space-age golf cart. Congratulations Steve!

#### **LAWA Report on Cold Storage Facilities**

The City of Los Angeles Trade, Commerce and Tourism Committee convened a special meeting on Tuesday, September 25, 2012 to hear various items including the Board of Airport Commissioners report relative to establishing refrigerated/cold storage facilities as well as other commercial cargo facilities at Ontario Airport to handle more international shipments and to relieve congestion and the burden of cargo shipments coming through the Los Angeles International Airport. Committee recommendations are not yet posted so we will track and report to property owners on this issue in a future edition of What's New.

#### **Proposed 2012 Fourth Quarter Administration/Advocacy/Economic Development Activities**

- Continue to advocate for the Fashion District BID.
- Conduct the 2012 Election to seat 5 Members to the BID Board of Directors
- Develop and conduct Business Survey
- Prepare for BID Renewal.

#### **IMAGE AND COMMUNICATIONS**

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

### **What's New**

The BID continues to publish a weekly email update of activities for property owners and merchants whose email address we have on file. The email newsletter talks about everything from the Clean & Safe Teams to runway shows.

### **BIDLINES Newsletter**

The 3<sup>rd</sup> Quarter Summer/Fall newsletter was mailed to all owners in the district and distributed to merchants. A copy is included as Attachment 3.

### **Map Guide**

Work continues on a new map guide for printing and distribution to hotel concierge desks and chambers of commerce.

### **PUBLICITY**

#### **Glamorama Arrives in the LA Fashion District!**



**Glamorama**, Macy's star-studded fashion show took place in Downtown at the **Orpheum Theatre** with an after-party at the **California Market Center** on Friday, September 7, 2012. Benefiting AIDS Project LA and Project Angel Food, Glamorama will feature performances by Robin Thicke and the pop duo Karmin. Fashion designers include Bar III, Calvin Klein, Material Girl, and Sean John. Although the fashion show began as a small presentation for the store's good customers, Glamorama has become an extravaganza of a show, presenting the latest fashions against a backdrop of celebrity guests, musical performances and an important cause. Inspired by the AIDS activism of Elizabeth Taylor 25 years ago, Macy's turned the fashion show into a fundraiser in her honor.

#### **HGTV White Room Challenge Shops Santee Alley**

HGTV – Home and Garden Television first filmed in the LA Fashion District at the California Flower Mall and had such a positive experience because of help from property owner Mark Chatoff and BID staff that they came back to film in Santee Alley!!

The popular show **White Room Challenge** filmed four designers while they shopped Santee Alley last June. The four challengers enter the White Room Studio hoping to walk away as the contest's best designer and winner of \$10,000. Their challenge? To transform their ten foot by ten foot white room into an amazing design inspired by the clothing worn by the mannequin in their room. The catch? The challengers must use clothing as a medium! After a trip to the **Santee Alley section of the Los Angeles Fashion District** to purchase materials, competitors race to create rooms that challenge design rules and bring life to empty spaces, all in under fifteen hours. It was a good show – some of the designers got really creative. One did a carpet made of flip flops – another did a wall design using jeans. And another designer created a lamp base made of a mannequin.

### **Website Activity**

Social Media activity records are being tracked from January 2011. We added Instagram and Pinterest to our social media tools and will track those visits starting February, 2012. Instagram allows us to post photos of the LA Fashion District that visitors can Like and Share. Pinterest is a pinboard-style social photo sharing website

that allows users to create and manage theme-based image collections. Like Instagram, users can share their photos with other Pinterest users or through other social media channels.

2012 Third Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity
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<u>Website Hits</u>	<b>2012</b>	2011
July	1,365,988	604,869
August	1,228,553	749,275
September	1,172,119	656,667
<b>Totals</b>	<b>3,766,660</b>	<b>2,010,811</b>
 <u>Website Visitors</u>	 <b>2012</b>	 2011
July	49,789	23,902
August	45,944	28,913
September	45,156	26,055
<b>Totals</b>	<b>140,889</b>	<b>78,869</b>
 <u>Media Impressions</u>	 <b>2012</b>	 2011
July	32,847,817	21,123,000
August	21,673,196	14,411,000
September	33,528,154	16,605,000
<b>Totals</b>	<b>88,049,167</b>	<b>52,139,000</b>
 <u>Free Advertising Dollars</u>		
<u>Leveraged</u>	<b>2012</b>	2011
July	\$232,210	\$137,000
August	\$215,716	\$115,000
September	\$166,429	\$129,000
<b>Totals</b>	<b>\$614,355</b>	<b>\$381,000</b>
 <u>Social Media – 3<sup>rd</sup> Quarter Totals</u>	 <b>2012</b>	 2011
<b>Facebook</b>		
○ New Likes	4114	2280
<b>Twitter</b>		
○ New Followers	423	336
<b>Blog</b>		
○ Page Views	19,153	7,151
<b>Instagram</b> (launched Feb.)	351	**
<b>Pinterest</b> (launched April)	60	**

\*\*not implemented until 2012.

#### Proposed 2012 Fourth Quarter Image & Communications Activities

- Continue to refine social media features
- Publish Winter-Holiday 2012 Newsletter
- Conduct business survey

## **SPECIAL PROJECTS**

### **Median Revitalization**

The 9<sup>th</sup> and Main median landscaping was in need of a fresh look so we replanted on the weekend of August 19<sup>th</sup>. With the silk trees flowering and new plantings it's a welcome green oasis in the concrete landscape. We continue to water manually since the irrigation lines installed by the subcontractor hired by LADOT are inoperable and impossible to repair without removing and replacing the entire system. This replacement would be a very costly undertaking and is not part of the agreement the BID made to maintain the project.

### **Housing Special Project**

At the meeting on July 19 2012, Board Members considered and approved a contribution of \$5,000 from Special Projects to the Home for Good Funders Collaborative. The LA Fashion District BID and the Hollywood Entertainment District BID have been working on the United Way/LA Chamber of Commerce Home for Good Task Force for the last three years. The project is supported by Mayor Villaraigosa, the County Board of Supervisors, and scores of organizations that are all working together to develop permanent housing for chronically homeless individuals.

All Task Force Members were asked to contribute to a matching fund that will ultimately provide \$90 M for housing. The Funders Collaborative is a public and private effort to streamline the funding process for housing and services for the chronically homeless. \$5 million promised through private funds were able to lever \$9.0 million in public dollars. The Funders Collaborative has already raised \$4.9 M of its \$5 M goal. However there is still a \$100,000 gap which is critical to secure matching funds from the Hilton foundation.

According to the District Management Plan the BID's Special Projects budget is reserved for opportunities and additional projects that present themselves during the life of the District. All special projects are designed to enhance the assets and the image of the District. Special project funds will only be used to specially benefit parcels within the District. The benefit to property owners from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce.

The next step is a homeless count that will enable Home for Good to apply for federal funds for housing.

### **Mobile App Update**

The free Smartphone apps are nearly ready for final review. The primary app feature is parking assistance to locate the nearly 100 parking lots in the district including surface, roof top, underground and public lots. Some of the other features include a locator for finding your car, link to the Fashion District website, finding businesses within a defined radius of a viewer's location, and Google maps to businesses in the district. We are preparing launch communications.

### **Streetscape Improvement Phase 2 Design Work On Hold**

Our partners at the City of LA Bureau of Engineering have informed us that there was a funding change at the Metropolitan Transit Authority that granted funding for the LA Fashion District's Streetscape 2 project. When authorization is confirmed BOE will proceed with design work for the streetscape improvement project that will include 7<sup>th</sup> Street to Los Angeles Street to Olympic Blvd. We will track and report progress of this project. We will request assistance from Council District 14 for expediting the funding.

### **Proposed 2012 Fourth Quarter Image & Communications Activities**

- Continue to work toward launch of Parking Apps.
- Track funding for Streetscape 2 project on Los Angeles Street.

## **ATTACHMENTS**

**1 3rd Quarter Financial Summary:** *to be submitted upon approval.*

**2 Downtown Cops and AB 109 from *Downtown News* – September 17, 2012**



photo by Gary Leonard

DOWNTOWN LOS ANGELES - The crime reports in Downtown Los Angeles for the current year are disconcerting: Serious crime is up 15% and violent incidents are 18% above the level they were at the same time in 2011. While the streets may not feel different to most people, this matter requires close attention.

Fortunately it is being watched by the LAPD, and earlier this year the department sent an additional 50 police officers from other divisions to patrol Downtown. However, there may be no quick fix — AB 109, the controversial prison “realignment” plan that went into effect in late 2011, is resulting in more criminals coming to the community.

The situation probably will not change in the near future. We know that the LAPD has a lot of demands and a flat overall staffing level, but it is imperative that the extra officers remain in Downtown. The challenges in this neighborhood, in particular around Skid Row, are unique and merit the extra resources.

*Los Angeles Downtown News* this month looked at what has occurred since Gov. Jerry Brown heeded a federal mandate to reduce overcrowding in state prisons. The counties have been forced to take on responsibilities for more individuals. Now, many low-level felons who once would have been sent to state prison instead are going to county jail, and are then quickly released.

Under AB 109, many of these individuals are supposed to access social services such as substance abuse counseling and mental health treatment. However, the County Probation Department is understaffed, and the people being trained to watch those released through realignment are not all in place. That is partly why, according to the county, less than one-third of those set free through AB 109 receive the required services.

Instead, a number of the people who get out of jail flock to Skid Row. Some come because they lack a safety net and there is a prevalence of shelter beds and meals there. Others are drawn by the easy access to drugs. Whatever the reason, local police say the increased number of people in the area and the rise in Downtown crime are linked. Another contributing factor, according to Central Division brass, is the spike in Downtown residents, restaurants and bars — this means more potential crime victims, especially for theft and burglary.

It is easy to blast AB 109 and to decry a situation in which those who most need help are not put in a position to get that support. Much could have and should have been done differently, though the feds did the state no favor with a ruling that forced an almost immediate response. Clearly much needs to be done on this matter.

At the same time, we have no choice but to make decisions that allow the community to respond to the situation at hand. In Downtown, that means the officers deployed here should stay here. Stakeholders in other areas may protest, but their neighborhoods probably do not have the same kind of responsibilities placed on it by the City Council. Keep the officers in Downtown and work to fix the realignment problems.

**3** **BIDLINES newsletter – Summer/Fall 2012 Edition:** *please see attached PDF.*



## LA Fashion District Business Improvement District

### 2012 Activity Reports

#### Fourth Quarter

## TABLE OF CONTENTS

### **I Fourth Quarter Activities**

#### **Finance**

#### **Public Space Management Activity**

- Public Space Safety Programs
- Proposed 2013 First Quarter Activities
- Public Space Maintenance Programs
- Proposed 2013 First Quarter Activities

#### **Administration and Advocacy**

- Administration
- Advocacy Programs
- Proposed 2013 First Quarter Activities

#### **Image, Communications and Special Projects**

- Image & Communications Programs
- Proposed 2013 First Quarter Activities
- Special Projects Programs
- Proposed 2013 First Quarter Activities

### **II Attachments**

- 1 *4th Quarter Financial Summary-to be forwarded upon approval*
- 2 *LAPD to Install 38 Surveillance Cameras*
- 3 *BIDLINES newsletter: 2012 Winter edition*



## **2012 OPERATING BUDGET SUMMARY**

The fourth quarter improvement and activity financial results are outlined in *Attachment 1*. The total improvement plan budget for the 2012 Fashion District BID is \$4,225,000.

## **FINANCE**

### **2013 Budget Approval**

The proposed 2013 budget is less than the 2012 budget as the BID continues to do more work with less money. Savings is also realized with new Clean and Safe Team contractors. The Board of Directors approved the budget at the meeting on November 15, 2012.

### **2013 Planning Report Approval**

At the December 13, 2012 the Board of Directors unanimously approved the 2013 Planning Report which was then submitted to the City Clerk's Special Assessment Department. In October we learned that the City Clerk required a new format for the report which required extensive revision of previous formats. Revisions necessitated additional BID staff time to complete the new requirements.

### **Proposed 2013 First Quarter Finance Activities**

- Prepare for Annual Audit
- Prepare for BID Renewal

## **PUBLIC SPACE MANAGEMENT ACTIVITIES**

<b>2012 Annual Budget</b>	<b>\$2,661,300</b>	<b>63% of the budget</b>
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This portion of the budget is allocated to all Clean & Safe Program Services.

## **PUBLIC SPACE SAFETY PROGRAMS**

### **Fourth Quarter Contact Summary**

BID Safe Team officers conducted 3,219 **Citizen Assist** events during the 2012 4<sup>th</sup> Quarter . Welfare Checks increased from 795 during the 2011 3<sup>rd</sup> Quarter to 996 during the current quarter.

BID records show 898 **Unlawful Lodging** incidents during the 3<sup>rd</sup> Quarter 2012 compared to 109 incidents recorded during the same period in 2011.

**Disorderly Conduct** saw an increase in activity with 1,617 total incidents recorded compared to 1,320 incidents recorded in the 2011 Third Quarter. **Trespassing** and **Loitering** incidents also increased.

**Illegal Vending** totals dropped by half in a comparison of 4<sup>th</sup> Quarter 2011-2012 records.

**Unlawful Lodging** increased significantly from 27 in 4<sup>th</sup> Quarter 2011 to 1230 recorded during the current quarter.

**Robbery / Vandalism** also increased with 190 incidents recorded in 4<sup>th</sup> Quarter 2012 compared with 27 incidents recorded during the same time period in 2011.

**Fashion District BID will Manage Downtown Homeless Count**

The LA Fashion District BID has volunteered to be the manager of the 2013 Downtown Los Angeles Homeless Count. We will be working with BID's in the downtown area to count the homeless population in all of downtown Los Angeles. This is the first time the homeless count will include all areas of downtown. The homeless count is required by the Federal government to get funds for ending chronic homelessness. The count will take place on January 31, 2013

**Contract Transition Updates**

At the Operations Committee Meeting on November 13, 2012, Members heard a report on the transition to new Clean and Safe Team contractors. Safe Team transition is going well. Clean Team transition has challenges. BID staff and Chrysalis are meeting weekly to customize service delivery to the Fashion District. Changes are positive. The new Field Supervisor Elmer Pacheco was commended for helping to facilitate the transition.

LAPD Central Division has procured a grant to repair the surveillance cameras in downtown. Kent Smith reported that the Fashion District is the only downtown BID that did not pay for cameras. The BID's cameras were donated by the Motion Picture Association of America. The challenge for LAPD is to ensure that internal controls are efficient in order to make the best use of the cameras.

**LAPD Hosts Business Watch Meeting**

The Los Angeles Police Department (LAPD) Central Area Senior Lead Officer, Jamilah Jones-Linton hosted a Business Watch Meeting on Friday, November 16, 2012 at 9 a.m., to discuss current crime trends and prevention in the area.

15+ merchants and shop owners attended the meeting. SLO Jones-Linton brought an LAPD Detective from the Burglary Division who spoke about theft prevention. LAPD and Fashion District BID handouts were distributed. The merchants had a 30 minute question & answer session to discuss their concerns on various topics including:

- Shoplifters
- Citizens arrest
- Illegal vending
- Homeless issues

**LAPD to Restore 38 Surveillance Cameras in Downtown**

LAPD's Central Division has secured funding and starting in November will begin installing 38 new surveillance cameras throughout Downtown L.A. Cameras in the Fashion District were funded by The Motion Picture Association of America (MPAA). The *blogdowntown* story is included as Attachment 2.

**Traffic Jams on Maple Avenue to be Monitored by LAPD**

The Los Angeles Police Department (LAPD) informs us that they have received a countless number of shopper/citizen complaints regarding the parking lot attendants on Maple Street. Between Olympic and 12<sup>th</sup> Streets, multiple attendants are standing in the roadway blocking traffic in an effort to divert vehicles into one of several garages on Maple. These actions are causing grid-lock type traffic conditions as the attendants frequently fail to allow traffic to proceed. Even the BID Safety vehicles have been delayed in responding to calls on account of the overzealous nature of these attendants.

LAPD SLO Linton indicates that there is soon to be an aggressive enforcement campaign targeting those individuals who are standing in the roadway blocking traffic. The Fashion District is asking for those individuals who either own and/or manage these parking structures on Maple to warn their attendants to remain out of the street so that traffic can proceed. There is also the safety concern for the attendants who are blocking street traffic.

#### **BID Safe Team Apprehends Robbery Suspect**

On November 21, 2012, Los Angeles Police Department (LAPD) Senior Lead Officer (SLO) Linton reported that BID Safety personnel had just made a tremendous observation and arrest of a purse snatch suspect. She indicated that she was extremely proud of how our officers handled the situation to include the recovery of the stolen purse.

BID Sergeant Hairston reported to LAPD that he heard a woman screaming in the area of 12<sup>th</sup> and Santee and he went to investigate. Speaking to the woman, he determined that a robbery (purse-snatch) had just occurred. He was able to attain a description of the suspect and his last known direction of travel. With the assistance of BID Officers, Quezada, Gray and Naranjo, they ran to a parking structure where the male was last seen. The BID personnel caught up to the male – still in possession of the purse – and pursued him to the roof of the structure. Hairston and Quezada, without hesitation, grabbed the male and with the help of BID Officer Gray, they removed the male from the ledge and held him for LAPD.

Safe Team contractor Universal Protection Service was pleased with the response. The officers involved will receive the company's On the Spot Award and will also be eligible for their quarterly Employee of the Month bonus.

#### **Opposition to Special Event Street Closures on Wall Street**

The LA Fashion District Business Improvement District opposed a special event permit proposed for Wall Street between 12th and Pico Blvd. on January 1, 2013. The application was denied by the Bureau of Street Services based on opposition from the LAPD and BID.

The Board of Directors has opposed applications for similar event proposed for the same location in February 2010 and December 2011. We now oppose the "Fashion New Year's Festival" proposed for January 1, 2013 out of the same concerns. Our Clean & Safe Team will be at minimum deployment on January 1, 2013. Therefore we will not be able to provide Clean & Safe services for the event. Most important, several of the Board Members are property owners in this location and are opposed to use of their parking lots or other areas adjacent to their properties for this type of event.

The LA Fashion District will continue to be adamantly opposed to the issuance of any special events permits that seeks to close streets and have live music.

#### **Car Thefts Up In Downtown**

The most prevalent criminal activity in Downtown is property crimes. Recently there have been a string of vehicle break-ins. Thieves have gained entry into vehicles by: smashing windows, prying car locks, and removing property from inside the vehicles, including GPS units, iPods/MP3 players, wallets, cash & paperwork. Suspects are targeting vehicles during late evening hours when cars are parked and have sometimes hit the same locations repeatedly. LAPD recommended the following precautions:

**Lock It:** lock your Vehicle every time you leave it unattended and always lock your valuables in the trunk.

**Hide It:** if you don't have a trunk, hide valuables under the seats, in the glove box or other compartments within the vehicle.

**Keep It:** Personal responsibility is the best prevention to safeguard personal property and to prevent becoming a victim.

### **LA Fashion District BID Prepares the Neighborhood for Breakfast with the LA Mayor's Candidates at The Orpheum Theatre**

The Orpheum Theatre is venue for Central City Association's Breakfast with the LA Mayor's Candidate series. The LA Fashion District BID is increasing evening and morning patrols with emphasis on maintaining clean and safe public spaces during the three events.

### **Radio Repeaters Updated**

We have replaced the two radio repeaters to comply with new FCC regulations that require replacement of analog equipment with updated digital equipment. The repeater station located at the California Market Center will be replaced on Friday 11-9-12. The repeater at the Cooper Building has already been updated

### **City Attorney Assists New Law Enforcement Crackdown on the Illegal Sale and Purchase of Animals in Public**

*From the City Attorney's newsletter 10-15112* The City Attorney's Office, law enforcement officials and animal rights advocates joined together in an event on October 9 to unveil signs designed to deter illegal animal sales. The event, in the Downtown Fashion District, was part of a more aggressive enforcement effort against the illegal sale and purchase of rabbits, turtles and other animals in public places, such as the Downtown Fashion District and Venice Beach.

The heightened enforcement effort is part of the City Attorney's ongoing strategy to fight animal cruelty in all forms. Since July 2009, the City Attorney's Office has prosecuted over 300 animal-related cases, representing a 30 percent increase from the prior four-year period. Typical criminal charges include animal neglect, cruelty, tethering, and unlawful sales and possession.

The City Attorney's Animal Protection Team includes, among others, Deputy City Attorney Michelle McGinnis, Deputy City Attorney Don Cocek, Deputy City Attorney Robert Ferber, Deputy City Attorney Melissa Sanchez and Deputy City Attorney Cassandra Perez. Assistant City Attorney Dov Lesel was also instrumental in the drafting of legislation proposed by Councilmember Paul Koretz that now prohibits the sale of commercially bred dogs, cats and rabbits in pet stores and other commercial establishments.

### **New Signage Warns Shoppers Against Buying Animals in the Fashion District**

On October 12, 2012 Councilmember Huizar along with Councilwoman Jan Perry, LAPD, the City Attorney's Office, City of LA Animal Services, and various animal rights groups announced the recent posting of signage in the Fashion District that clearly warns shoppers about the illegality of selling or purchasing animals in the public place. The heightened enforcement is part of the City's ongoing strategy to fight animal cruelty and piracy in all its forms.

The new ordinance makes it illegal for any person to purchase, offer to purchase, barter, or receive without cost live animals on public streets and sidewalks. Those caught purchasing an animal would be subject to a citation and a misdemeanor charge. Penalties for violating the ordinance would result in fines of \$250 for the first violation, \$500 for the second violation, and \$1,000 for the third violation. The signs are also posted in Venice Beach.

The sale of live animals on city sidewalks and streets poses a real risk to these vulnerable animals and the public at large. Many of these animals are not vaccinated, have been taken from their mothers too soon, or may even carry dangerous bacteria like salmonella. With the adoption of this ordinance, the City closed a loophole in the existing codes, making it illegal to buy and sell animals in this inhumane manner. By doing so, they hope to increase public awareness and personal responsibility.

By supporting efforts to curtail illegal sales of live animals on streets, the City is supporting efforts to stop unlicensed breeding, puppy mills, and supporting our Los Angeles Animal Services Department and animal rescue organizations who are working to educate the public about the value of adopting a shelter animal.

#### **Channel 4 Spotlight on Illegal Pet Sales in the Fashion District**

During the summer, an investigation by the Get Garcia team exposed the sale of bunnies in the Fashion District. They revisited several days ago and saw that very little has changed.

Police said Juan Mena is the man behind much of these illegal sales, and records show he has an extensive number of arrests for illegal animal sales, animal cruelty, and assault with a firearm. He has a stay-away order from the area and police said he is in the country illegally. Still, Mena is back in the Fashion District, selling the animals experts say have little chance of surviving.

Officer Randy McCain has patrolled the Fashion District for more than 20 years and is well acquainted with the traffickers. "He's arrested on Saturday and he's out doing the same thing on Sunday," McCain told NBC4.

Copy and paste this link to your browser to see the video.

<http://www.nbclausangeles.com/investigations/series/get-garcia/Illegal-Animal-Traffickers-Continue-to-Operate-in-LA-Fashion-District-181952551.html>

#### **Skid Row's Substandard Health Conditions**

LA Fashion District BID Executive Director Kent Smith attended Central City Association's (CCA) Public Safety, Health and Homelessness (PSHH) Committee meeting of the department heads from the Los Angeles County Department of Public Health and the County Department of Mental Health. The discussion centered on the pressing public safety and health conditions of Skid Row. Committee Members discussed the best strategies for addressing the lingering problems of Skid Row.

In May 2012, the County of Los Angeles issued a directive to the City of Los Angeles, stating that the city was in violation of basic public health standards. Many of these violations stemmed from the growing number of homeless encampments along the streets of Skid Row, which have worsened as a direct result of prisoner realignment and the injunction barring the city from keeping its streets and public space clear of encampments. Understanding how important this issue is to Downtown property owners, commercial tenants and residents, CCA and the LA Fashion District continue to work closely with its elected officials to shed greater light on how these issues, if left unaddressed, can stymie economic investment Downtown.

#### **Proposed 2013 First Quarter Public Safety Activities**

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.
- Address illegal vending in the district.
- Prepare for BID Renewal.

## **PUBLIC SPACE MAINTENANCE PROGRAMS**

The Fashion District BID maintenance programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

### **New Pressure Washer for Clean Team**

The LA Fashion District BID Clean Team has replaced their seven-year old pressure washer with a new smaller, more efficient unit. The smaller machine will make it easier to maneuver through the district. The pressure washer is used to clean the district's sidewalks and maintain the appearance of the Fashion District. LA Fashion District BID Clean Team has replaced their seven-year old pressure washer with a new smaller, more efficient unit. The smaller machine will make it easier to maneuver through the district. The pressure washer is used to clean the district's sidewalks and maintain the appearance of the Fashion District.

### **BID Restores Landscaping at 8<sup>th</sup> & San Pedro Median**

BID Field Supervisor Elmer Pacheco took on a big job when he decided to restore the landscaping at this median in the Flower District. Wanting to be sure the district looks its best for the holiday shopping season, Elmer is in the process of cleaning and reinstalling the rocks that surround the towering Silk Floss tree in this busy median intersection.

The BID maintains two landscaped medians in the district. The other median is located at 9<sup>th</sup> and Main and both bring a bit of color and greenery to the area.

### **Graffiti Removal**

2012 fourth quarter graffiti removal records show a decrease compared to 2011.

<u>Graffiti Removal – 4th Quarter</u>	<b>2012</b>	2011
October	282	922
November	876	751
December	757	457
Total	1915	2130

### **Trash Tonnage**

There is a slight increase in trash tonnage over last year's records. **55,425 Trash Bags** were used during the fourth quarter.

<u>Trash Tonnage– 4<sup>th</sup> Quarter</u>	<b>2012</b>	2011
October	169	170
November	176	170
December	196	199
Total	541	539

### **Sidewalk Cleaning**

**2,281,525 square feet** of district sidewalks were cleaned during the fourth quarter with sidewalk scrubbing and pressure washing.

### **Proposed 2013 First Quarter Public Maintenance Activities**

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.
- Prepare for BID Renewal.

### **ADMINISTRATION, IMAGE & COMMUNICATIONS, SPECIAL PROJECTS ACTIVITY**

**2012 Annual Budget**

**\$646,600**

**16% of the Overall Budget**

This portion of the annual Fashion District BID budget includes all Administration, Image & Communications, and Special Projects service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

### **ADMINISTRATION PROGRAMS**

#### **GOVERNANCE**

##### **BID Renewal**

The current Business Improve District (BID) services will end on December 31, 2013. The Board of Directors approved the proposed District Management Plan by unanimous vote on April 26, 2012. The plan was approved by the City Clerk in November. Since Fashion District renewals are never easy we are concerned about meeting the petition deadline. We kicked off the BID Renewal by distributing petitions to Board Members and former Board Members on December 13, 2012.

On December 21, 2012 we learned that rulings on the issue of general benefit will require a re-write of the Engineers Report. The City Attorney will survey district property owners to determine if the BID is delivering appropriate services to each property. If the BID passes the test then the Engineer's Report will be revised and the BID will be required to re-petition owners. This could be a lengthy process that prevents the BID from renewing in time to submit assessment data to the County of Los Angeles thereby terminating the BID after December 31, 2013.

##### **Annual Election of Members to the BID Board of Directors**

In August all LA Fashion District BID Property Owners received an invitation to become a candidate in the Board of Directors election. Five seats were available. Terms will commence on January 1, 2013. In September 2012 six candidates were ratified by the Election Committee to run as candidates in the 2011election. Ballots were sent in November to all property owners who qualify. The election results were announced at the Board of Directors meeting on December 13, 2012.

##### **Congratulations to the New Board Members**

Election results were publicly announced at the Board of Directors on December 13, 2012. The newly elected and re-elected members are:

- Hilda Jimenez
- Ramin Haverim

- Bradley Luster
- Laurie Rosen
- Suzette Wachtel

### **Thanks to Retiring Board Members**

At the Board Meeting on December 13, retiring Board Member Mark Chatoff and Laura Aflalo were recognized for their dedication and willingness to volunteer their time and expertise to managing the LA Fashion District Business Improvement District. Chatoff served as Vice Chair and was a member of several committees. Aflalo served on the Operations Committee.

### **ADVOCACY**

#### **Councilman Huizar Talks to Board of Directors**

Councilman Huizar attended the December 13 Board of Directors meeting and thanked property owners for BID services. He summarized his vision for downtown that is now part of Council District 14. Councilman Huizar asked owners for comments and questions. He pledged support for beautification and economic efforts.

#### **Councilman Dennis Zine, Candidate for City Controller**

Councilman Zine attended the Board of Directors Meeting on November 15, 2012. Zine will bring years of public service experience gained in Los Angeles as a police officer and Council Member to the job of Controller. He expressed support for Business Improvement Districts for providing essential public safety services. As City Controller Zine said he will support community efforts to bring back business to downtown. He will also work to create a collaborative environment in Los Angeles.

#### **City Controller Wendy Greuel Talks to BID Consortium**

City Controller and mayoral candidate Wendy Greuel spoke with BID staffs at a BID Consortium meeting on September 27, 2012. She expressed her goals for the City if elected and her interest in working with the BIDs to improve Los Angeles. Mayoral candidates Councilwoman Jan Perry and Councilman Eric Garcetti will speak to Consortium members at future meetings.

The BID Consortium is a group of representatives from all BIDs in the City of Los Angeles who meet monthly to discuss successes, challenges, and ways to form partnerships that work to improve their business communities. We are currently working on a video to present to City Council that explains the many contributions of BIDs in LA.

#### **Specific Plan Update**

Governor Brown vetoed passage of the ROPS 3 funding that would fund the Fashion District Specific Plan among other projects that had been initiated by the now defunct Community Redevelopment Agency. We will work to reinstate funding for the plan. At the same time we will work with the Planning Department to include proposed zone changes in the new Downtown Development Codes.

#### **Streetscape Improvement Phase 2 Design Work Back on Track**

In October 2012 our partners at the City of LA Bureau of Engineering informed us that there was a funding change at the Metropolitan Transit Authority that granted funding for the LA Fashion District's Streetscape 2 project. When authorization is confirmed BOE will proceed with design work for the streetscape improvement project that will include 7<sup>th</sup> Street to Los Angeles Street to Olympic Blvd. We will track and report progress of this project.



We are pleased to report that funding for this pedestrian improvement project from 7<sup>th</sup> – Los Angeles - Olympic is on track although it may be a bit delayed. As we reported in a previous *What's New Streetscape Improvement Phase 2 Design Work* was on hold due to a funding change at the Metropolitan Transit Authority that granted funding for the project.

Many thanks to Erick Martell, Legislative and Transportation Deputy, Council District 14, who worked with Metro to provide us information about the process and the temporary time delay.

#### **BSS Repaving 12<sup>th</sup> Street between Stanford/Main Delayed**

The street repaving work scheduled for Saturday November 10, 2012 on 12th Street between Hooper Avenue and Central Avenue and 12th Street between Central Avenue and Main Street was canceled. Unfortunately there was an outstanding utility installation permit that was not identified in the dig alert report. The work will be rescheduled by the City of Los Angeles, Department of Public Works, Bureau of Street Services when a new date is approved.

#### **City Council Approves Fee Charge for Fire Safety Inspections**

On November 7, 2012 the City Council approved a proposal to charge fees for the fire life safety inspection of industrial and commercial buildings. The Fire Department reported that as information is collected, the proposed fee will be modified using square footage data as a variable to determine inspector hours in the fee formula. This will ensure that building owners pay according to the building size, as well as the time and effort required to conduct inspections. A higher fee will be charged for the inspection of larger buildings.

The Department estimates that the proposed fee, at the initial base amount of \$440 per building will generate \$3.96 million in annual revenue. If billings begin January 2013, \$1 million in revenue can be expected in FY 2012-2013 and another \$320 thousand in FY 2013-2014 for invoices generated in FY 2012-2013.

#### **Filming and the LA Fashion District**

The BID has a great partnership with Film LA whose staff sends us film alerts that we forward to property owners and merchants whose emails we have on file. We encouraged property owners and tenants to alert the BID and Film LA if they see filming going on and have not received a film alert from the BID. If the filming crew cannot provide a permit tenants were encouraged to call Film LA immediately. Film LA has a on call person 24/7. Dial 213-977-8600 and choose option 2. The on call coordinator will be able to assist you. Film LA thanks everyone for helping them curb "gorilla filming."

#### **BID Testifies in Support of New Restaurants**

LA Fashion District BID staff testified in support of Conditional Use Permit (CUB) applications for Alma Restaurant and Amante Pizza & Pasta Restaurant at the Zoning Administration public hearing on November 14, 2012. Both permits were approved.

Allowing the service improvements offered by the growing number of restaurants in the district will contribute to the apparel industry business friendly service environment and premier amenity infrastructure that the LA Fashion District is striving to develop. The BID is regularly contacted by Council District 14 staff and the Los Angeles Police Department to comment on area safety conditions.

#### **Sales Tax Increase Ballot Measure Approved by City Council**

On Tuesday, November 13, 2012 the Los Angeles City Council agreed to place a half-cent sales tax hike on the March 5 ballot to avert new cuts in city services.

### **LA Fashion District Support for Metro Charter Elementary School and Charter Approval**

We sent a letter of support to the LA Unified School District Board of Supervisors for this charter school to be located in downtown Los Angeles. The LA Fashion District is home to hundreds of loft dwellers – many of whom have expressed their support for the Metro Charter Elementary School.

### **Homewalk 2012 and LA Fashion District**

On Saturday, November 17, 2012 the LA Fashion District Business Improvement District (BID) participated in [United Way's Homewalk 2012](#). BID staff and family members participated in the 5k, in support of ending homelessness in Los Angeles. The BID is also a strong supporter of United Way's [Home for Good](#) program.

### **DLANC Election Update**

The Downtown Los Angeles Neighborhood Council (DLANC) recently held elections to seat 28 Board Members who will represent neighborhoods from across Downtown. BID Managing Director Lynn Myers was re-elected to serve another 2 year term as Fashion District Business Representative. The BID has participated in the Downtown Neighborhood Council since 2001. We have benefited in many ways including making contacts that have led to helpful partnerships. We appreciate the opportunity to continue serving our community.

## **ECONOMIC DEVELOPMENT**

### **LA Fashion District Conducting District-Wide Survey**

The LA Fashion District Improvement District (BID) is conducting a district-wide survey during the months of October through December. The purpose of the survey is to update our [online directory](#), the main source of contact information for wholesale buyers and retail shoppers looking to source and shop in the Fashion District. Last year our website received 8 million hits, and the directory is the most popular page on our site. It was last updated in 2009.

We have contracted with 4 people to conduct a comprehensive survey of businesses in the LA Fashion District to update our searchable directory which gets over 1 million hits per month.

As of November 5, 2012, 667 businesses have been surveyed. Surveyors are using smart phones to enter the data so that they can easily be transferred to our website. We plan to have the surveys completed by December 31, 2012. This service is FREE to all Fashion District business owners.

### **Market Week Opens with Mayor's Press Conference**

Property owner Steve Hirsh hosted a press conference and reception in the Cooper Design Space's shimmering modernistic art gallery lobby on Monday, October 15, 2012 to open the Spring '13 Fashion Market.

Hirsh welcomed Mayor Villaraigosa and Councilmember Jose Huizar who unveiled the new "Made in Los Angeles and Designed in Los Angeles" hang tag branding icons that are to support Los Angeles designers and manufacturers.

### **LA Fashion Market Spring 2013**

The California Market Center (CMC) kicked off Market Week events with a fashion show and opening reception on Monday night. The Cooper Design Space (Cooper Building) hosted a seminar, "[The Impact of Manufacturing and Designing in Los Angeles](#)" on Tuesday, October 16.

SELECT, FOCUS, and TRANSIT returned to the CMC, while COEUR took over the 11th floor at the Cooper Building. The D&A (Designers and Agents) show returned to The New Mart. The Gerry Building, Academy Awards Clothes Showrooms, and The Lady Liberty Building also took part in Market Week.

### **LA Majors Market at The CMC**

Los Angeles Majors Market took place October 1-3 at the California Market Center (CMC). Twice a year, the LA Majors Market presents hundreds of the industry's hottest labels and trends for department and chain store buyers. Featuring the most sought-after names, Majors Market is the primary West Coast destination for major retailers from around the globe.

### **Free Services and Loan Assistance for Fashion District Businesses**

The LA Fashion District BID has partnered with the California Downtown Association (CDA) and Citi Community Development to bring small-business specific, individually tailored, FREE services to all our business owners. Services include marketing, human resources, accounting and finance assistance, merchandising, business plan assistance, and access to loans.

The program is part of a state-wide initiative by Citi to increase and/or help maintain jobs in California. Learn more about Capital Connections at [www.ca-connect.com](http://www.ca-connect.com). If you are interested in receiving assistance or learning more about what the program can do for your business, contact Ariana Gomez at 213-488-1153 Ext. 718 or [ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org).

### **BID and FBI Partner for LADWP Grant Funding to Benefit Owners and Merchants**

The LA Fashion District BID and Fashion Business Inc. (FBI) are submitting a joint application to the LA Department of Water and Power (LADWP) for community outreach funding. The goal is to assist LADWP Non-Residential electric customers to take advantage of the resumption the LADWP Commercial Lighting Efficiency Offer (CLEO) 2012-13 rebate program.

Our objective is to assist 200 small and mid-sized companies in the BID boundaries in reducing their energy costs by taking advantage of DWP lighting rebates and change their current lighting practices by upgrading to new and improved lighting technologies. We will post updates in future editions of What's New. Steve Hirsh hosted a press conference and reception in the Cooper Design Space's shimmering modernistic art gallery lobby on Monday, October 15, 2012 to open the Spring '13 Fashion Market. Hirsh welcomed Mayor Villaraigosa and Councilmember Jose Huizar who unveiled the new "Made in Los Angeles and Designed in Los Angeles" hang tag branding icons that are to support Los Angeles designers and manufacturers.

### **Unique LA**

The 5th Annual Unique LA Holiday Show returned to the California Market Center on December 1 and 2. Unique is the largest independent design show in the country and a rare opportunity to meet and shop directly from designers and artists. They featured only "Made in the USA" products with the goal of helping the local economy. Free drinks, DIY workshops, photo booth portraits and a curated cafe featuring LA restaurants and food trucks added to this popular event.

### **New Moon Opens for Dinner**

The popular Chinese cuisine restaurant is now open for dinner on Thursdays, Fridays, and Saturdays from 5 pm to 9 pm. Located at 102 W. 9th Street, New Moon adds to the fantastic restaurant choices in this area that is attracting shoppers, buyers, tourists and locals.

### **The Final Ludo Bites**

Famed French pop-up restaurant, Ludo Bites will be returning to [Gram & Papa's](http://www.gramandpapas.com), 227 E 9<sup>th</sup> St, in the Fashion District one last time before the opening of their permanent location. Ludo Bites will be open on weekdays, Dec. 4-21. Tickets are sold through a lottery system. Visit the Ludobites website by copy/pasting this address to your Browser <http://www.ludolefebvre.com/ludobites>

### **Rocket Dog Shoes Moves Headquarters From Northern California to Los Angeles**

Rocket Dog recently opened their new mid-century-designed headquarters at 900 S. Broadway, on the corner of Ninth Street and Broadway in the LA Fashion District. A large bright 10,000 square foot upper floor showroom displays the latest selection of Rocket Dog footwear, which sells in such stores as Macy's, Dillard's, Famous Footwear, Zappos.com and hundreds of small boutiques.

### **Alma Debut's Tasting Tuesdays**

On Tuesday, October 2<sup>nd</sup>, Alma Restaurant began "Tasting Tuesdays" with special farmer's market inspired menus prepared by chef/owner Ari Taymor. The 4-course tasting menus are offered for \$45 as both full vegetarian and with a fish or meat option.

Opened in late June on Broadway, Alma Restaurant has been named, "the most exciting restaurant in town," by *LA Weekly*, with Taymor said to be, "cooking some of the best food in Los Angeles," by *Tasting Table*. The dishes on Alma's nightly menus are prepared using only local and farm-direct produce and meats. Alma is located in the LA Fashion District at 952 S Broadway. *Los Angeles Magazine* featured Alma in the just released November 2012 issue.

### **Jonathan Gold Reviews Fashion District Pop-up Restaurant Starry Kitchen**

*LA Times'* Jonathan Gold raves about Singaporean chili crab in a [recent review](#) of *Tiara Cafe's* newest pop-up restaurant, *Starry Kitchen*. The pan-Asian pop-up is known for serving an incredible chili crab, a cult favorite rarely available outside its Southeast Asia home. Starry Kitchen is one of many late-night dining additions to the Fashion District.

### **Star Apartments Are Downtown's New Prefabricated Star**

The \$20.5 million Star Apartments is rising atop a one-story structure at Sixth and Maple streets that Skid Row Housing Trust acquired in 2008. But unlike other construction sites in Downtown, a crane is lowering prefabricated residences one-by-one onto a concrete superstructure that was poured over the existing edifice.

The new project, which follows the model known as permanent supportive housing, places a premium on having on-site social services, from mental health treatment to case management for social benefits. In theory, formerly homeless individuals are more likely to utilize services if they're under the same roof as their apartment.

### **Santee Alley and Santee Court Recognized by City Planning Department**

Santee Alley and Santee Court are both recognized in the Citywide Design Guidelines as great examples of incorporating passageways into mid-block developments to facilitate pedestrian and bicycle access to commercial amenities. The BID has been working with the Planning Department to enliven alley spaces in the LA Fashion District.

The Guidelines are intended for the Planning Department, as well as other City agencies and department staff, developers, architects, engineers, and community members to use in evaluating project applications along with relevant policies from the General Plan Framework and Community Plans. To achieve the stated purpose, the Guidelines will apply to all new developments and substantial building alterations that require approval by

decision-making bodies and planning staff. However, all "by-right" (*see definition in glossary*) development projects are also encouraged to incorporate the Design Guidelines into their project design.

### **Voters Approve \$62.5 million in Local Funding for Downtown Los Angeles Streetcar**

Local funding for streetcar construction received 73% voter support, exceeding the 2/3 super-majority needed to pass. Voter turnout far surpasses expectations.

Plans to bring a streetcar system back to Downtown Los Angeles took a significant step forward as voters approved \$62.5 million in local funding for construction of the Downtown Los Angeles Streetcar project through a not-to-exceed \$85 million bond. On December 3<sup>rd</sup> at 8:33 pm the Los Angeles City Clerk announced preliminary results of the special mail-only election. Please see Attachment 1 for the press release.

### **Proposed 2013 First Quarter Administration/Advocacy/Economic Development Activities**

- Continue to advocate for the Fashion District BID.
- Prepare for BID Renewal.

### **IMAGE AND COMMUNICATIONS**

The LA Fashion District BID Image & Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

### **Social Media Holiday Campaign**

This year we're launching a holiday shopping campaign via social media to bring shoppers to the LA Fashion District.

- ❖ On **Facebook** we're posting Holiday sample sales on a special event page.
- ❖ **Twitter** postings will feature a #LAFDWishList – What fashion "must-have" is on your wish list this holiday season? – then randomly select winners for "presents".
- ❖ **Blog** Holiday Shopping Guide is where we'll post Sample Sales and Holiday Events.
- ❖ **Instagram** is a great format for colorful photos of Sequins and sparkles - "Warm and cozy" looks – Holidays in the District.
- ❖ **Pinterest** is perfect for a celebrate the holidays board

We'll be targeting specific audiences to get the messages to the right shoppers.

### **What's New**

The BID continues to publish a weekly email update of activities for property owners and merchants whose email address we have on file. The email newsletter talks about everything from the Clean & Safe Teams to runway shows.

### **BIDLINES Newsletter**

The 4<sup>th</sup> Quarter Winter newsletter was mailed to all owners in the district and distributed to merchants. A copy is included as Attachment 3.

## Map Guide

Work continues on a new map guide for printing and distribution to hotel concierge desks and chambers of commerce.

## PUBLICITY

### **All Aboard Fashion Show Getaway**

In celebration of LA Fashion Week and our love for the LA fashion industry, we gave away tickets on the LA Fashion District's social media to attend "*All Aboard LA's Fashion Platform*" fashion show. The show was hosted at DTLA's historic Union Station on Tuesday, October 16, and featured California-based established and emerging talent, such as Krammer & Stoudt, Cool People by Melissa Rivers, Living Doll LA, Sam & Lavi, and more. The event was hosted by Melissa Rivers and guests enjoyed entertainment, cocktails, and hors d'oeuvres. All Aboard was presented by Fashion Business Inc., an educational non-profit that supports the growth of the fashion industry through entrepreneurial development, resources, and training.

This is one of a few fashion shows open to the public during LA Fashion Week and we were very excited to extend this opportunity to our readers. To enter the giveaway readers had to answer the giveaway question "**What do you love about LA fashion?**" and we randomly picked a winner. The winner was announced on Friday, October 12, 2012. Congrats to Valerie who is the winner of the All Aboard Fashion Show Giveaway.

### **Social Media Promotes Sample Sales and Halloween**

The BID's Facebook, Twitter, and Blog all focused on promoting sample sales and stores where shoppers could buy everything to create their own Halloween costumes. Check out the colorful and fun photos at [www.fashiondistrict.org](http://www.fashiondistrict.org)

### **HGTV White Room Challenge Shops Santee Alley**

HGTV – Home and Garden Television first filmed in the LA Fashion District at the California Flower Mall and had such a positive experience because of help from property owner Mark Chatoff and BID staff that they came back to film in Santee Alley!!

The popular show White Room Challenge filmed four designers while they shopped Santee Alley last June. The four challengers enter the White Room Studio hoping to walk away as the contest's best designer and winner of \$10,000. Their challenge? To transform their ten foot by ten foot white room into an amazing design inspired by the clothing worn by the mannequin in their room. The catch? The challengers must use clothing as a medium! After a trip to the **Santee Alley section of the Los Angeles Fashion District** to purchase materials, competitors race to create rooms that challenge design rules and bring life to empty spaces, all in under fifteen hours. It was a good show – some of the designers got really creative. One did a carpet made of flip flops – another did a wall design using jeans. And another designer created a lamp base made of a mannequin!

### **Social Media Stats Impressive**

The LA Fashion District's social media efforts have proved very successful in the past few months. So far in 2012 we have **10,859** new likes on Facebook, **1,209** new followers on Twitter, **53,806** page views on our blog, **1,105** followers on Instagram, and **237** followers on Pinterest. Our Facebook followers have more than doubled from last year, with a current total of **16,095** followers!

## Website Activity

Social Media activity records are being tracked from January 2011. We added Instagram and Pinterest to our social media tools and will track those visits starting February, 2012. Instagram allows us to post photos of the LA Fashion District that visitors can Like and Share. Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections. Like Instagram, users can share their photos with other Pinterest users or through other social media channels.

2012 Fourth Quarter Media Impression, Website Hit, Website Visitor, Social Media Activity
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To be forwarded upon completion

<u>Website Hits</u>	<b>2012</b>	2011
October		
November		
December		
Totals		
<u>Website Visitors</u>	<b>2012</b>	2011
October		
November		
December		
Totals		
<u>Media Impressions</u>	<b>2012</b>	<b>2011</b>
October		
November		
December		
Totals		
<u>Free Advertising Dollars</u>		
<u>Leveraged</u>	<b>2012</b>	2011
October		
November		
December		
Totals		
<u>Social Media – 4<sup>th</sup> Quarter Totals</u>	<b>2012</b>	2011
<b>Facebook</b>		
○ New Likes	3805	1,232
<b>Twitter</b>		
○ New Followers	392	363
<b>Blog</b>		
○ Page Views	21,081	7,250
<b>Instagram</b> (launched Feb.)	338	**
<b>Pinterest</b> (launched April)	120	**

\*\*not implemented until 2012.

### **Proposed 2013 First Quarter Image & Communications Activities**

- Continue to refine social media features
- Publish Winter 2013 Newsletter
- Conduct business survey

### **SPECIAL PROJECTS**

#### **BID Restores Landscaping at 8<sup>th</sup> & San Pedro Median**

BID Field Supervisor Elmer Pacheco took on a big job when he decided to restore the landscaping at this median in the Flower District. Wanting to be sure the district looks its best for the holiday shopping season, Elmer is in the process of cleaning and reinstalling the rocks that surround the towering Silk Floss tree in this busy median intersection.

The BID maintains two landscaped medians in the district. The other median is located at 9<sup>th</sup> and Main and both bring a bit of color and greenery to the area.

#### **Median Water Bills in Dispute**

The LA Fashion District Business Improvement District (BID) has requested the assistance of Council District 14 to sort out several bills we received from the LA Department of Water and Power for water usage and sanitation fees for the median at 9<sup>th</sup> and Main Streets. This median was installed by the City of Los Angeles Department of Transportation.

The BID agreed to maintain the median and the electricity bill as we requested the lighting features. It was our understanding that the Bureau of Engineering would pay the water bills. Suddenly we have water bills.

In 2009 the LA Fashion District BID took over maintenance of the 9<sup>th</sup> and Main median streetscape project that was installed by the LA Department of Transportation (DOT). It is a project that started with removal of the contra-flow bus lane on Spring Street. The median streetscape was part of the plan and since it is in the Fashion District we stepped up to the plate and offered to maintain it once it was completed. The median construction, landscaping, lighting, and irrigation were completed in June 2008. However almost immediately several serious problems surfaced including non-working lighting, dying groundcover, faulty irrigation, and dead groundcover. In October 2008 we asked for an investigation and requested that the ground cover be replaced. There were several meetings and no clearly positive results. In 2011 one of the three trees died because of overwatering.

Now in 2012 we continue to deal with incorrectly installed irrigation equipment, utility regulators that are impossible for anyone to program, antiquated lighting, and dead groundcover. We replaced all the ground cover in August at our own expense both in plant purchase and labor. We are watering by hand because the irrigation doesn't work.

The LA Fashion District is happy to maintain the median as it is an attractive oasis in the midst of a concrete landscape. However, because the project construction is so flawed it is costing the BID an exorbitant amount of money to maintain it. We think this is unfair.

The City of Los Angeles is focusing on public/private partnerships to fund multiple projects and services in the public environment. This project is a disappointing and now costly lesson for the BID as we are now looking at



having to replace many poorly conceived elements of this city-owned median improvement development. The water/sanitation bills are unacceptable.

### **Mobile App Update**

The free Smartphone apps are nearly ready for final review. The primary app feature is parking assistance to locate the nearly 100 parking lots in the district including surface, roof top, underground and public lots. Some of the other features include a locator for finding your car, link to the Fashion District website, finding businesses within a defined radius of a viewer's location, and Google maps to businesses in the district. We are preparing launch communications.

### **Streetscape Improvement Phase 2 Design Work Back on Track**

In October 2012 our partners at the City of LA Bureau of Engineering informed us that there was a funding change at the Metropolitan Transit Authority that granted funding for the LA Fashion District's Streetscape 2 project. When authorization is confirmed BOE will proceed with design work for the streetscape improvement project that will include 7<sup>th</sup> Street to Los Angeles Street to Olympic Blvd. We will track and report progress of this project.

We are pleased to report that funding for this pedestrian improvement project from 7<sup>th</sup> – Los Angeles - Olympic is on track although it may be a bit delayed. As we reported in a previous *What's New* Streetscape Improvement Phase 2 Design Work was on hold due to a funding change at the Metropolitan Transit Authority that granted funding for the project.

Many thanks to Erick Martell, Legislative and Transportation Deputy, Council District 14, who worked with Metro to provide us information about the process and the temporary time delay.

### **Streetscape Improvement Phase 3 Application to be Resubmitted**

In October 2012 we started work to re-apply for METRO Call for Projects funding for Phase 3 Streetscape Improvements. METRO denied funding in 2011.

In December we learned the Fashion District project was designated Number 3 of 52 applications by the City's Task Force in this funding cycle. We are excited by the prospect of re-launching this district-wide project and working with our partners at the Bureau of Engineering to revise the application with updated information. We are also contacting property owners in the project area to request support letters that will be submitted with the application on January 11, 2013.

### **Proposed 2013 First Quarter Image & Communications Activities**

- Continue to work toward launch of Parking Apps.
- Track funding for Streetscape 2 project on Los Angeles Street.

**Attachment 1****Fashion District BID**

## Summary of (Preliminary) Un-Audited Financial Information

For the 12 months Ending on December 31, 2012

	<b>2012</b>
<b>ASSETS</b>	
Total Current Assets	1,867,818
Net Property and Equipment	82,658
Total Assets	<u>1,950,476</u>
<b>LIABILITIES AND NET ASSETS</b>	
Current Liabilities	144,595
Retained Earnings	1,805,238
Net Revenue / (Loss) YTD	643
Total Liabilities and Net Assets	<u>\$ 1,950,476</u>
	-
<b>REVENUE</b>	
BID Assessments, Int. & Penalties	\$ 3,144,715
Assessments - Collection of Prior Years' Unpaid	22,106
North Alley Overlay	288,360
South Alley Overlay	250,560
Grants	15,000
Misc Service Revenue	104,525
Other Revenue	13,305
Total Revenue	3,838,571
<b>EXPENSES</b>	
Clean and Safe Programs	2,460,657
Image & Communication	159,429
Special Projects	168,677
Administration	211,517
City Fees, Depreciation, Bad Debt Allowance	266,362
BID Renewal	43,563
North Alley Overlay	277,163
South Alley Overlay	250,560
Total Expenses (Incl both Overlays)	\$ 3,837,928
<b>NET REVENUE / (LOSS) *</b>	<u>\$ 643</u>

\* On accrual basis

## **Attachment 2 LAPD to Install 38 Surveillance Cameras By Hayley Fox**

Published: Thursday, November 08, 2012, at 11:21AM [www.blogdowntown.com](http://www.blogdowntown.com)

**DOWNTOWN LOS ANGELES** — LAPD's Central Division has secured funding and later this month will begin installing 38 new surveillance cameras throughout Downtown L.A. These cameras will replace the broken or failing ones which have been defunct for more than three years now.

The new cameras, monitors and technological set-up are expected to cost \$225,000 which the division has secured through an "urban area" federal grant, said LAPD Capt. Horace Frank.

But getting new cameras may not be the hardest part. The previous set was bankrolled by the Business Improvement Districts (BID) in the area, but those cameras weren't adequately maintained or monitored. ("While Business Improvement Districts did pay for many of the cameras downtown, The Motion Picture Association of America (MPAA) covered the capital costs of all the cameras in the LA Fashion District. We are delighted that these cameras are going to be put back into operation", said Kent Smith Executive Director LA Fashion District BID.)

This time around, there will be no lapse in operation or maintenance, said Capt. Frank. The department's contractor has agreed to maintain the video surveillance system for free for three years. During that time, Central Division will line up funding to continue camera upkeep.

Capt. Frank said he couldn't announce the name of the contractor yet because the paperwork has not been signed, but he said it was an "established city contractor" who has done similar work throughout Los Angeles. The surveillance cameras will be placed in Downtown's Fashion District, Historic Core and Skid Row -- locations the police captain describes as "key problem crime locations."

Five days a week for 12 hours a day, a rotating shift of two police officers will monitor the 38 cameras. Frank said the officers will most likely be those assigned to "light duty," meaning they are restricted from field work because of an ailment or injury.

If these officers witness a crime on a monitor -- for example, a drug deal or a robbery -- they will dispatch officers to the location or track the suspect on one of the many cameras. Capt. Frank said the cameras should allow officers to interrupt crime as they see it.

Downtown's broken cameras came under the microscope last year when a string of Skid Row stabbings took place under a surveillance camera but went unrecorded because the unit wasn't working.

"It is heartbreaking to see a network of cameras gifted to the LAPD sitting idle while perpetrators of violence get away with murder on our most dangerous streets," Estela Lopez, executive director of the Central City East Assn. (CCEA), [told the Los Angeles Times last December](#).

The L.A. Times reports the CCEA previously donated 10 cameras to monitor the Skid Row area.

As of January of this year, the LAPD said that Los Angeles has [approximately 300 cameras](#) scattered throughout the city -- in neighborhoods including MacArthur Park, Hollywood and throughout Southwest Division. Frank said the surveillance cameras in MacArthur Park were a key turning point in the area's safety. He said the units will "absolutely" make a difference in Downtown's crime rates as well.

**BIDLINES newsletter** – Winter 2012 Edition: *please see attached PDF.*